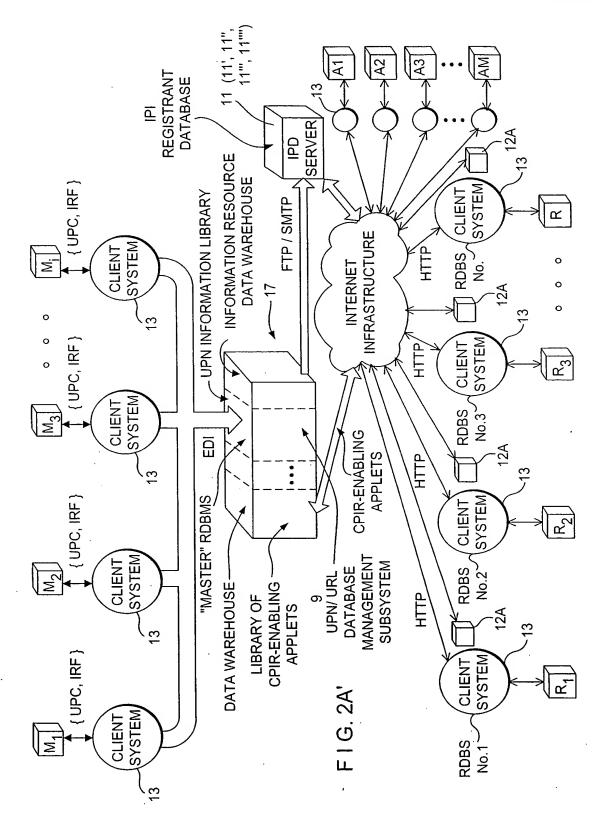


5.5



RDBMS SERVER **OPERATING** SQL-BASED Q SYSTEM MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING SERVER-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS 11' (WEB SERVER) IPD SERVER JAVA VIRTUAL MACHINE JAVA WEB SERVER **EXECUTED SERVLET** INCLUDING JDBC (INCLUDING JAVA JAVA DATABASE COMPLIANT API SERVLET API) DRIVERS) THREADS HTTP REQUEST 13 (CLIENT) OPERATING SYSTEM WITH <SERVLET> HTML DOCUMENT JAVA VIRTUAL MACHINE HTML DOCUMENTS WITH EMBEDDED <SERVLET> WEB SERVERS E-COMMERCE SERVERS (HTTP) (HTTP)

F1G. 2B1

HTTP RESPONSE

HTML DOCUMENTS WITH EMBEDDED <SERVLET>

SQL STATEMENTS

OPERATING SYSTEM

(HTTP)

RDBMS SERVER SQL-BASED OPERATING SYSTEM တ SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND CGIS MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS 11" (WEB SERVER) IPD SERVER **OPERATING SYSTEM** INCLUDING JDBC JAVA WEB SERVER JAVA DATABASE **COMPLIANT API** DRIVERS) **CGI SCRIPT** (HTTP) HTTP REQUEST -13 (CLIENT) **OPERATING SYSTEM EXECUTED APPLET** HTML DOCUMENT WITH <APPLET> JAVA VIRTUAL THREADS MACHINE HTML DOCUMENTS WITH EMBEDDED <APPLET> **WEB SERVERS** E-COMMERCE SERVERS (HTTP) (HTTP)

FIG. 2B2

SQL STATEMENTS

HTTP RESPONSE

HTML DOCUMENTS WITH EMBEDDED <APPLET>

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS

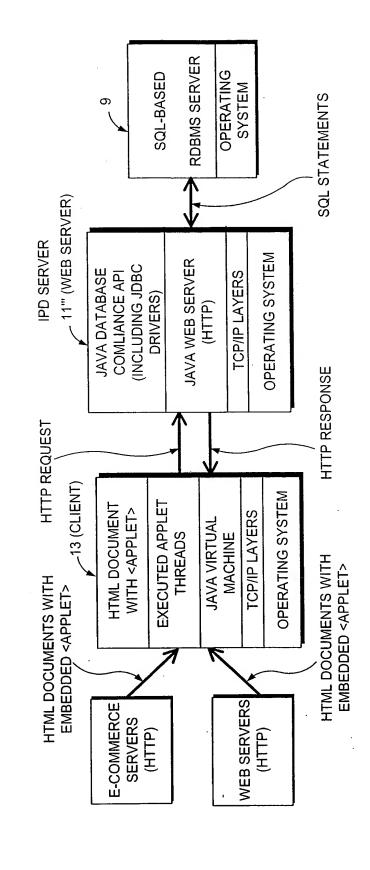
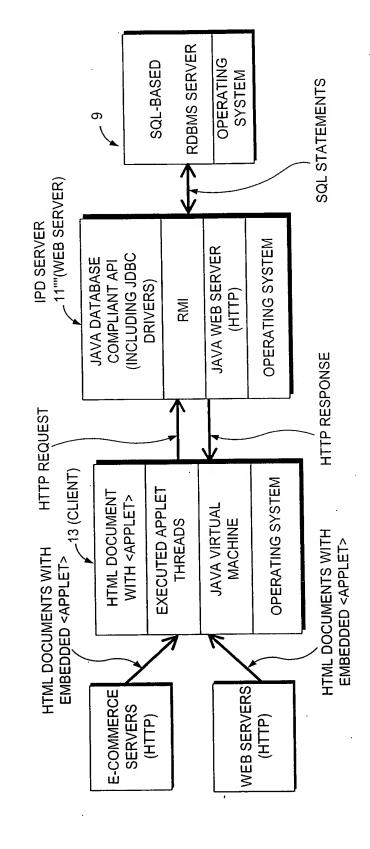
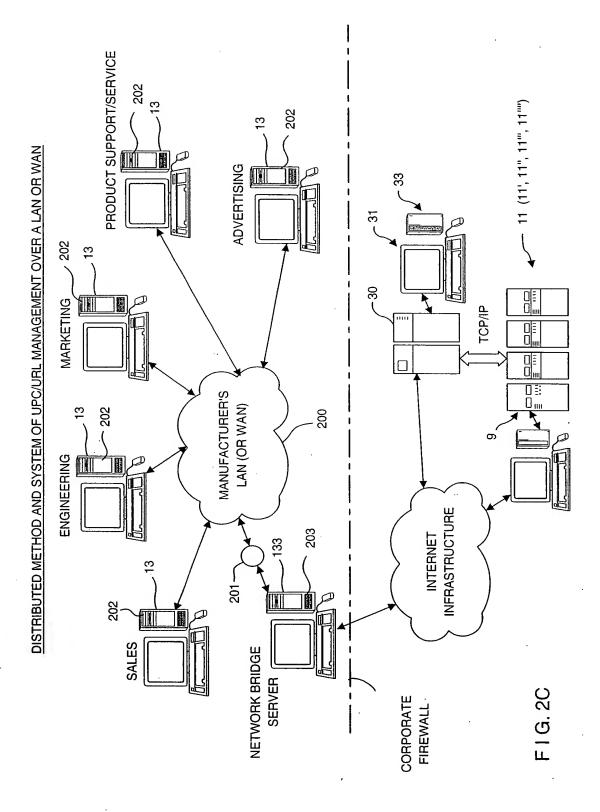


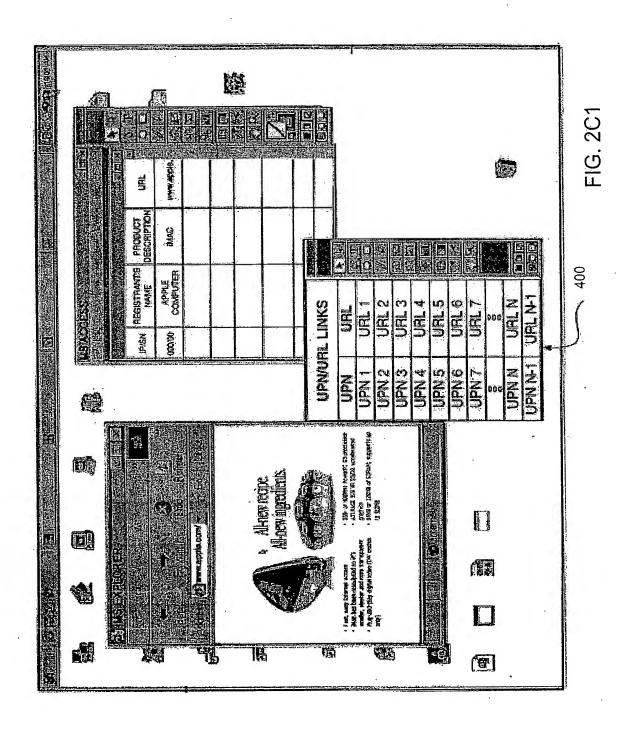
FIG. 2B.

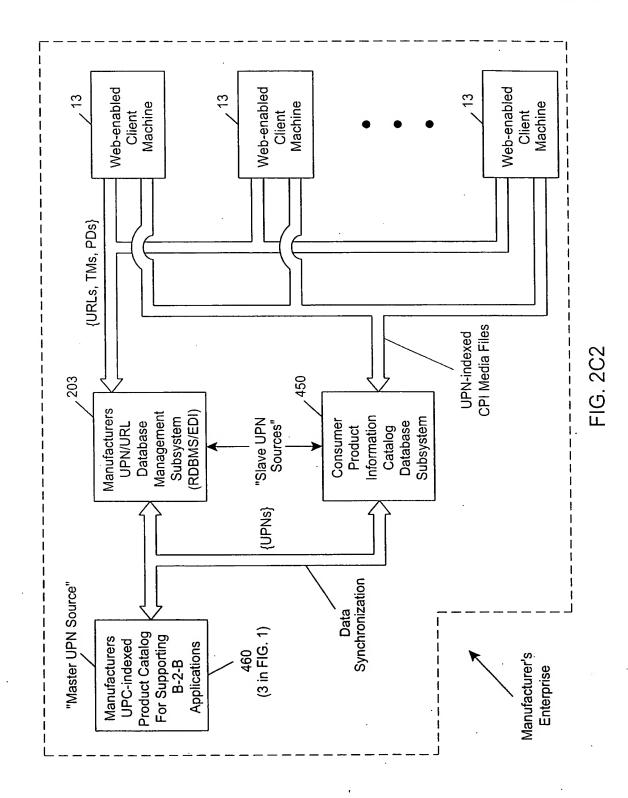
RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER



F I G. 2B4







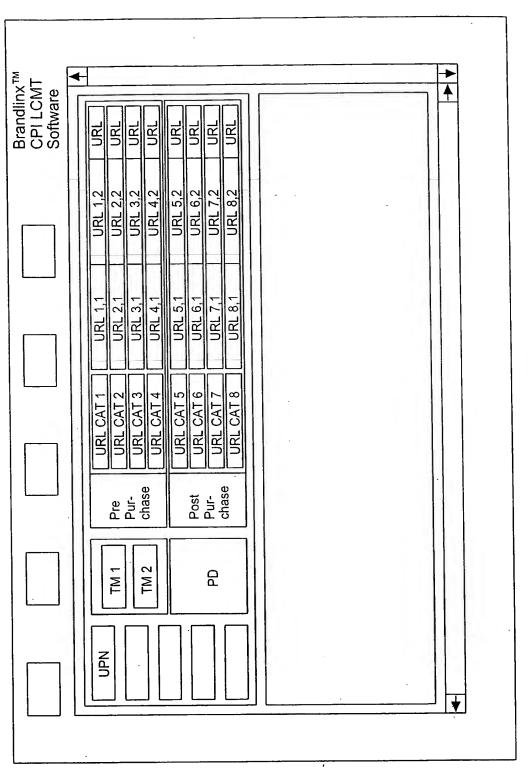
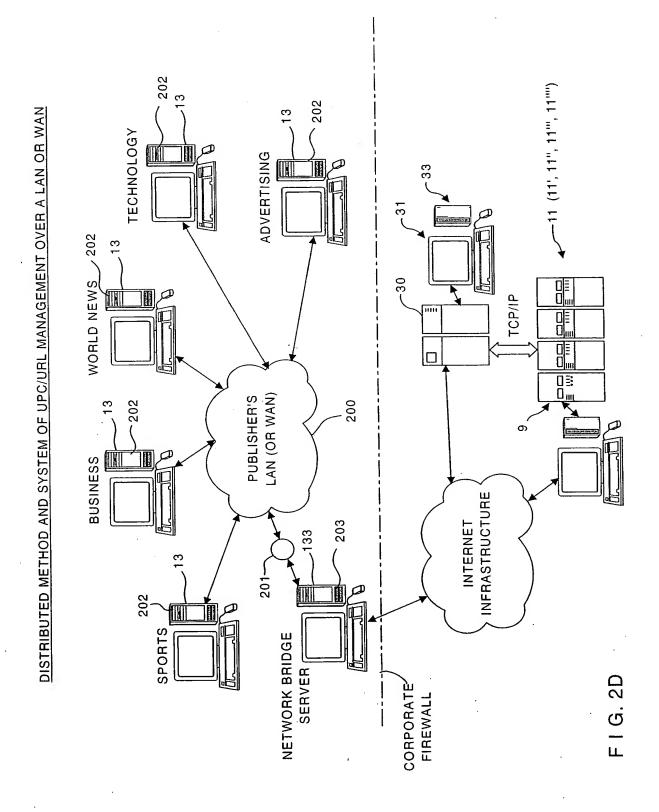
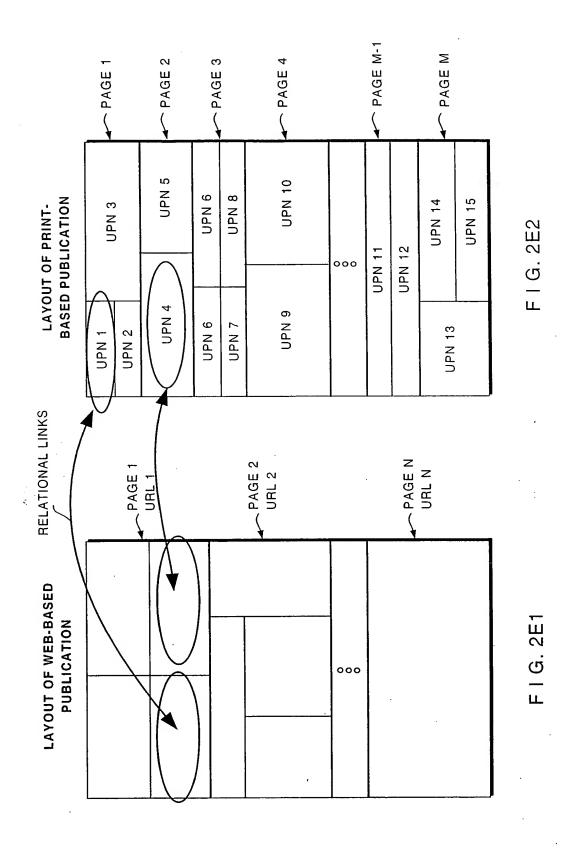


FIG. 2C3

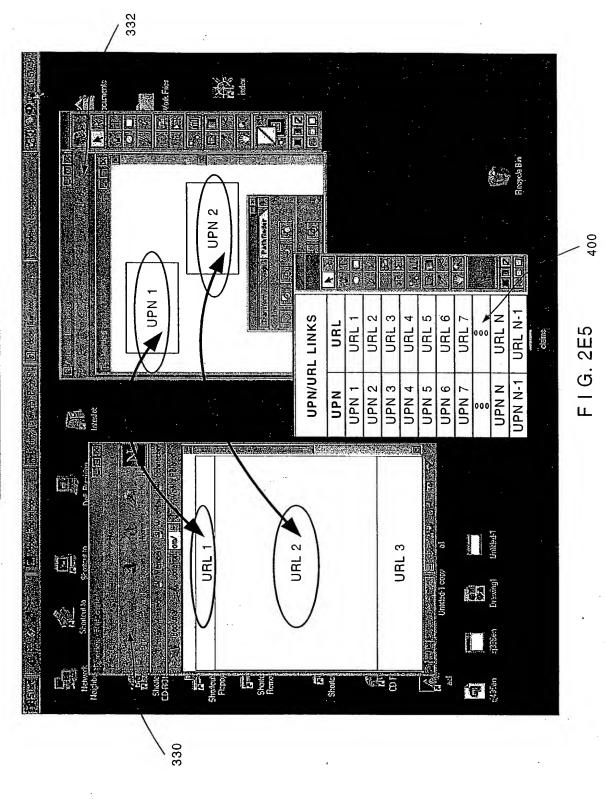


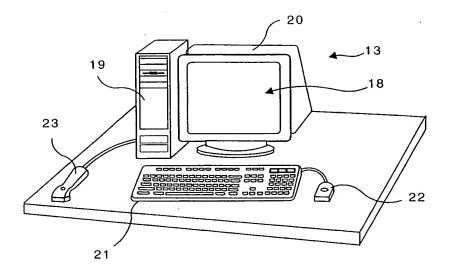


| UPN/U | | |
|---------|---------|-----|
| UPN | URL | |
| UPN 1 | URL 1 | |
| UPN 2 | URL 2 | 400 |
| UPN 3 | URL 3 | |
| UPN 4 | URL 4 | |
| UPN 5 | URL 5 | |
| UPN 6 | URL 6 | |
| UPN 7 | URL 7 | |
| UPN 8 | URL 8 | |
| UPN 9 | URL 9 | |
| UPN 10 | URL 10 | |
| UPN 11 | URL 11 | |
| UPN 12 | URL 12 | |
| UPN 13 | URL 13 | |
| 000 | 000 | |
| UPN N | URL N |] |
| UPN N-1 | URL N-1 | 1 |

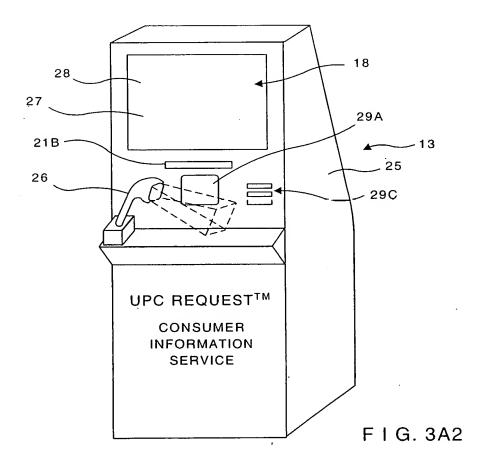
F I G. 2E3

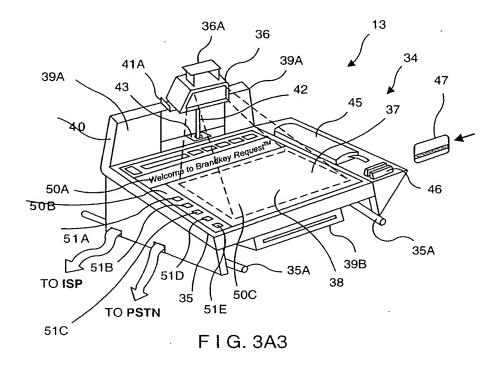
COMPOSITION/EDITORIAL MODE

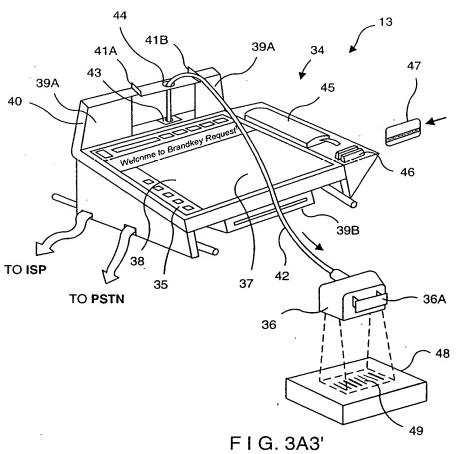


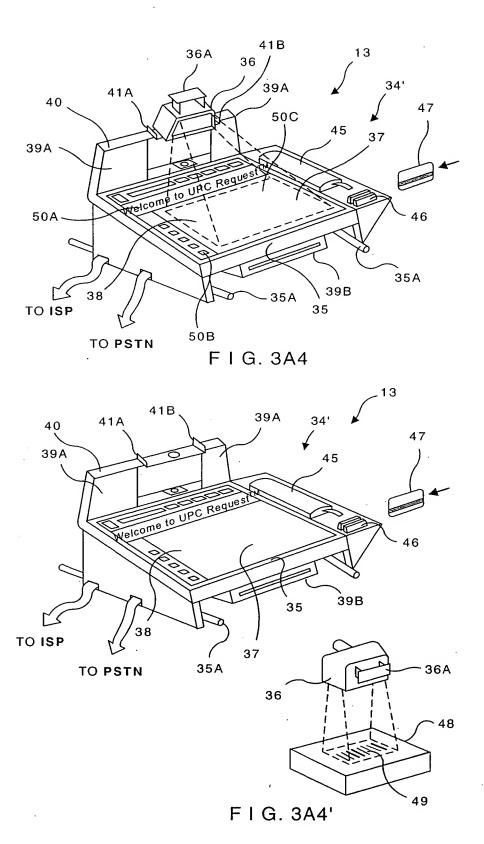


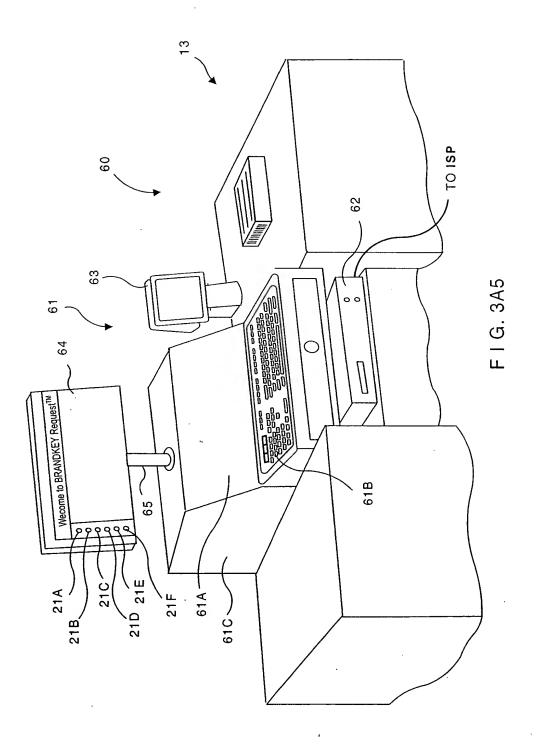
F I G. 3A1

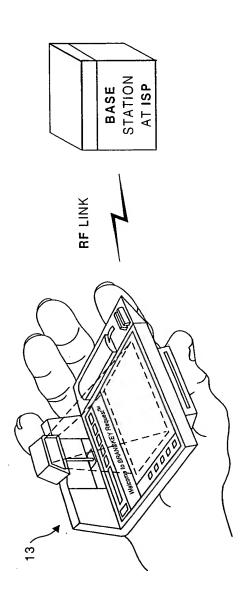












F I G. 3A6

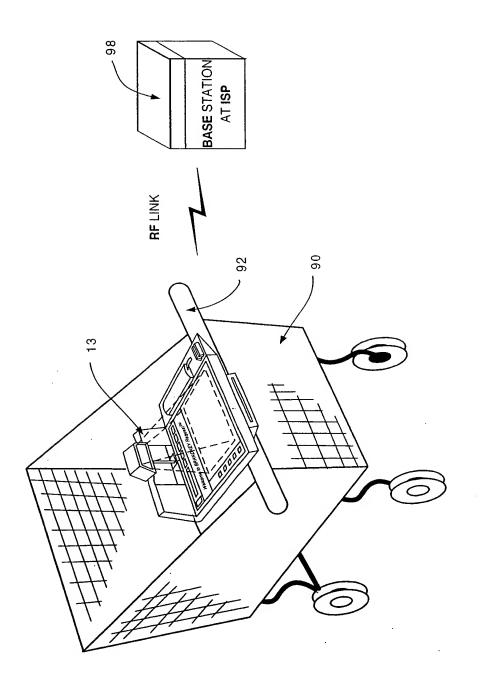


FIG. 3A7

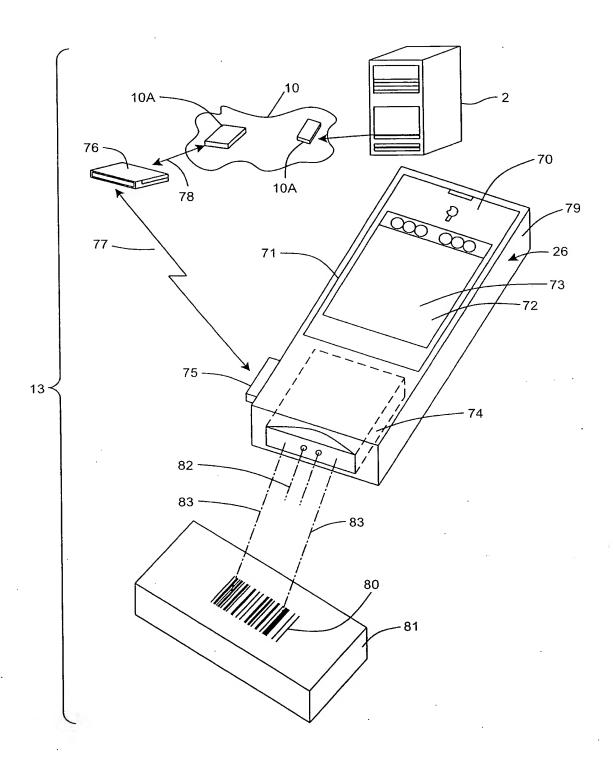
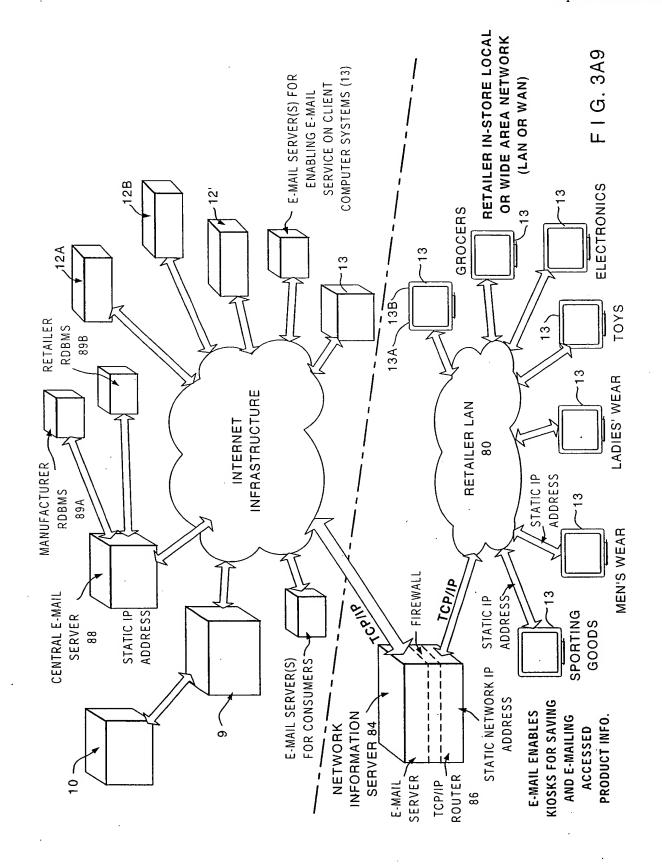
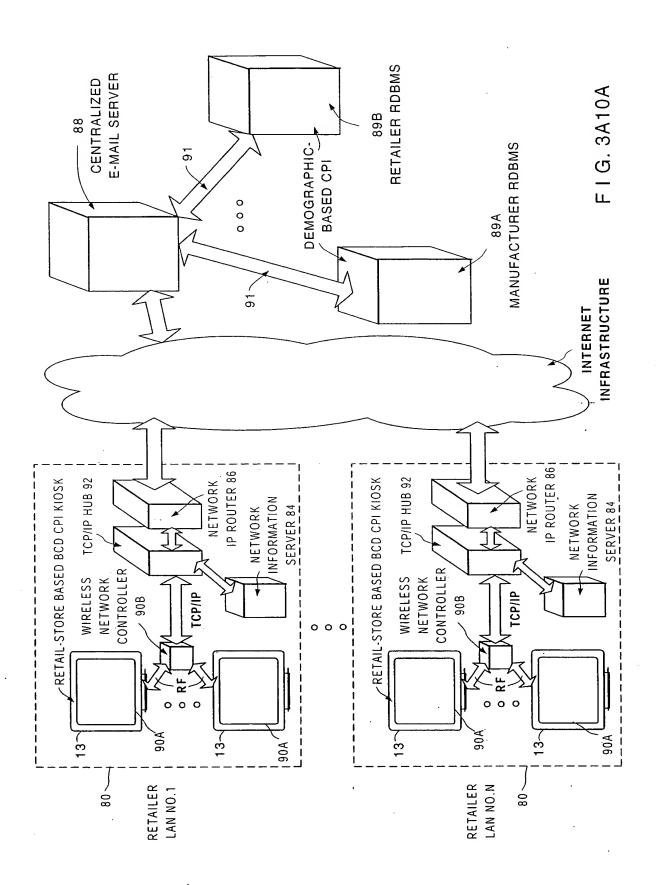
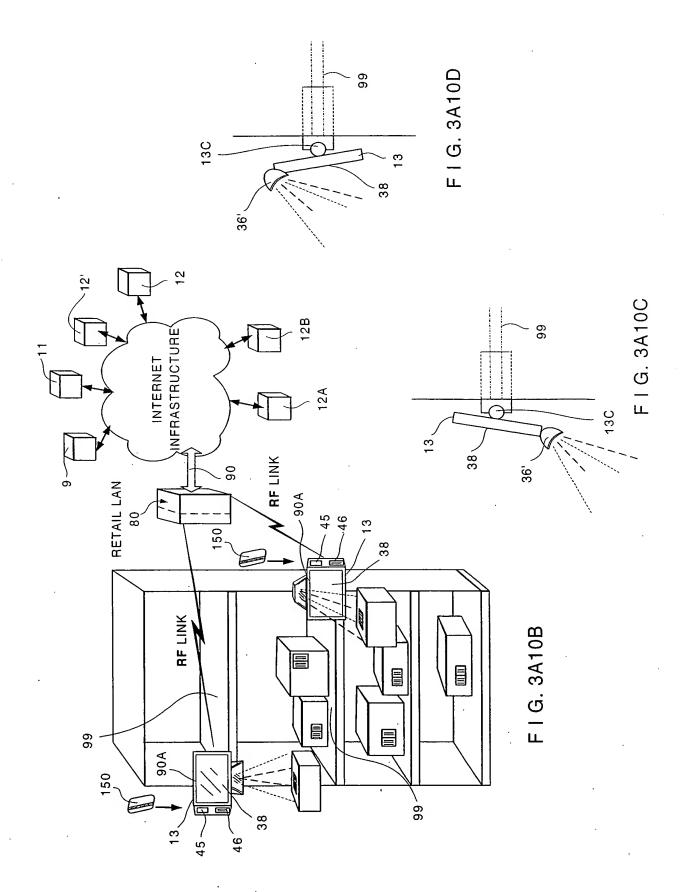


FIG. 3A8







F I G. 3A11

| YSTEM | CONSUMER ADDRESS | | | | | • • • | |
|---|--|-----|--|---|--|---------|--|
| | CONSUMER | | | | | ••• | |
| | E-MAIL DELIVERY CONFIRMATION | | | | | ••• | |
| TABLE ANAGEMENT SUBS | DESTINATION E-MAIL (HOME) | | | | | ••• | |
| MASTER DATABASE TABLE MAINTAINED BY RETAILER DATABASE MANAGEMENT SUBSYSTEM | DATE | e . | | | | ••• | |
| | URL | | | | | • • • | |
| | N P N | | | | | ••• | |
| | RETAIL KIOSK NO. | | | | | • • • | |
| | RETAILER KIOSK E-MAIL ACCNT. NO. | | | | | ••• | |
| | RETAILE R NAME | | | ŀ | | ••• | |

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| MASTER DATABASE TABLE MAINTAINED BY MANUFACTURER DATABASE MANAGEMENT SUBSYSTEM | ACTURER RETAIL UPN URL DATE E-MAIL DELIVERY CONSUMER ADDRESS CRITERIA NAME ADDRESS | | | | | | |
|---|--|--|---|---|--|-----|--|
| | MANUFACTURER (MIN) | | : | , | | ••• | |

(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI)
CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN
INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF
THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP
LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL
SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK
SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE
HAVING A JAVA ENABLED GUI PROVIDED WITH

i) A **FIRST SINGLE-CLICK BUTTON** FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK

ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING
COPIES OF THE ENVELOPE TO THE
E-MAIL ADDRESS OF CONSUMER

iii) A **CONSUMER E-MAIL ADDRESS FIELD** FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT

iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A
PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE
KIOSK, INDICATING THE RETAIL STORE LOCATION, AND
POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPITRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE
OF THE ELECTRONIC MESSAGE TRANSMISSION

ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

F I G. 3A13A

C

D



USE THE UPN, TRADEMARK, PRODUCT DESCRIPTOR AND/OR COMPANY NAME ASSOCIATED WITH THE SOUGHT AFTER PRODUCT TO ACCESS A CONSUMER PRODUCT RELATED INFORMATION RESOURCE OF INTEREST ON THE WWW, AND DISPLAY THE SAME ON THE DISPLAY SCREEN OF THE BCD CPI KIOSK WITHIN THE RETAIL SHOPPING ENVIRONMENT

SELECT THE FIRST SINGLE-CLICK BUTTON ON THE CPI-TRANSPORTING ENVELOPE (INDICATED AS "CAPTURE, SAVE & ATTACH") SO AS TO AUTOMATICALLY CAPTURE THE CONTENTS OF A DESIRED CONSUMER PRODUCT RELATED INFORMATION RESOURCE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE BCD CPI KIOSK, AND STORE THE SAME AS AN HTML ENCODED DOCUMENT ATTACHED TO THE CPI-ENABLING ENVELOPE

SEQUENTIALLY REPEAT STEPS C AND D FOR EACH CONSUMER PRODUCT INFORMATION RESOURCE ON THE WWW TO BE CAPTURED, STORED AND ATTACHED TO THE OPENED CPITRANSPORTING ENVELOPE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE KIOSK (i.e. UP TO THE MAXIMUM NUMBER OF DOCUMENTS TO BE ATTACHED TO THE CPI-ENABLING ENVELOPE)

В

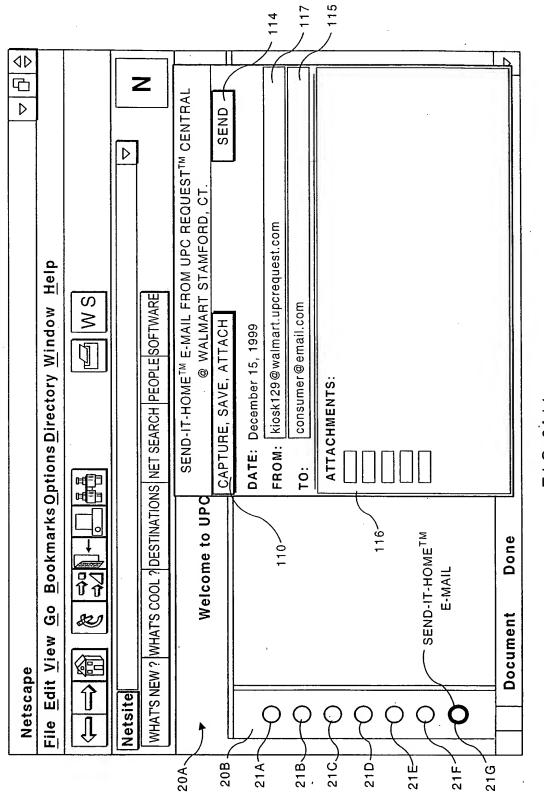
F I G. 3A13B



UPON CAPTURING, STORING AND ATTACHING A DESIRED NUMBER OF CONSUMER PRODUCT RELATED INFORMATION RESOURCES TO THE CPI-TRANSPORTING ENVELOPE, SELECT THE SECOND SINGLE-CLICK BUTTON ON THE CPI-TRANSPORTING ENVELOPE SO AS TO TRANSPORT (i.e. "SEND") THE CPI-TRANSPORTING ENVELOPE TO THE E-MAIL ADDRESS ENTERED WITHIN THE CONSUMER E-MAIL ADDRESS FIELD OF THE CPI-TRANSPORTING ENVELOPE DURING STEP D, AND THEREAFTER, AUTOMATICALLY

MAINTAIN AN INFORMATION RECORD OF EACH CPI-TRANSPORTING ENVELOPE AND THE CONTENTS THEREOF ON THE E-MAIL SERVER ON EACH RETAILER TCP/IP INFORMATION NETWORK, AND TRANSPORT A COPY THEREOF TO THE CENTRAL E-MAIL SERVER

G



F I G. 3A14

(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI)
CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN
INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF
THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP
LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL
SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK
SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE
HAVING A JAVA ENABLED GUI PROVIDED WITH

i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK

ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING
COPIES OF THE ENVELOPE TO THE
E-MAIL ADDRESS OF CONSUMER

iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT IF ENABLED BY THE CONSUMER/SHOPPER

iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A
PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE
KIOSK, INDICATING THE RETAIL STORE LOCATION, AND
POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPITRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE
OF THE ELECTRONIC MESSAGE TRANSMISSION

ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER
E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY
TYPING THE E-MAIL ADDRESS, READING A BAR CODED
CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S EMAIL ADDRESS AND OTHER INFORMATION ENCODED
THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE
CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME
OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER
INTERFACED WITH THE BCD CPI KIOSK)

F I G. 3A15A.



USE THE UPN, TRADEMARK, PRODUCT DESCRIPTOR AND/OR COMPANY NAME ASSOCIATED WITH THE SOUGHT AFTER PRODUCT TO ACCESS A CONSUMER PRODUCT RELATED INFORMATION RESOURCE OF INTEREST ON THE WWW, AND DISPLAY THE SAME ON THE DISPLAY SCREEN OF THE BCD CPI KIOSK WITHIN THE RETAIL SHOPPING ENVIRONMENT

SELECT THE FIRST SINGLE-CLICK BUTTON ON THE CPITRANSPORTING ENVELOPE (INDICATED AS "CAPTURE & RECORD") SO AS TO AUTOMATICALLY CAPTURE THE URL OF A DESIRED CONSUMER PRODUCT RELATED INFORMATION RESOURCE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE BCD CPI KIOSK, AND RECORD THE SAME WITH THE MESSAGE FIELD OF THE CPI-ENABLING ENVELOPE

SEQUENTIALLY REPEAT STEPS C AND D FOR EACH CONSUMER PRODUCT INFORMATION RESOURCE ON THE WWW WHOSE URL IS TO BE CAPTURED AND RECORDED TO THE OPENED CPITRANSPORTING ENVELOPE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE KIOSK

B

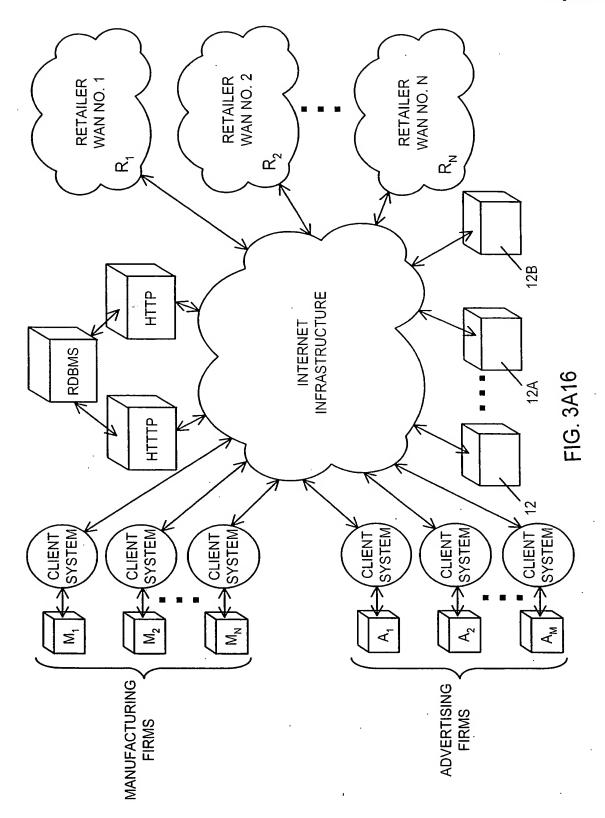
F I G. 3A15B.

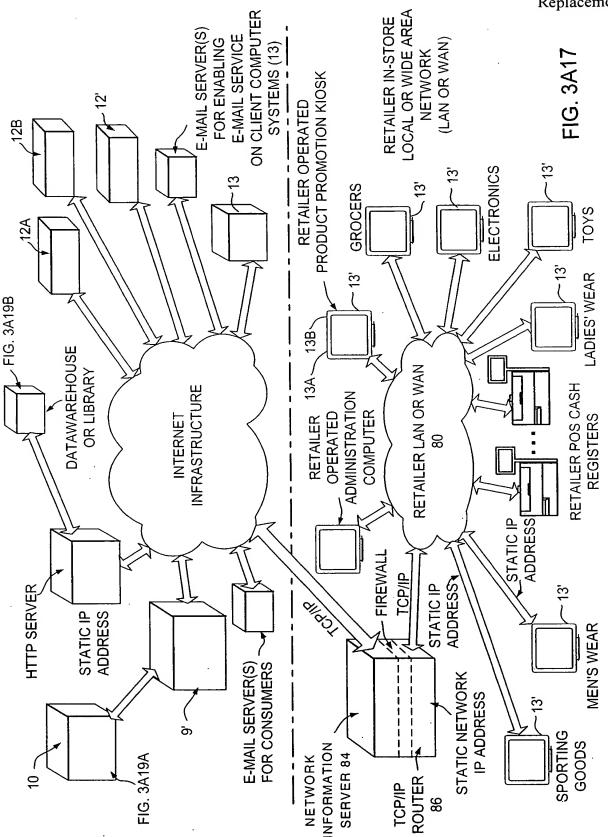


UPON CAPTURING AND RECORDING THE URLS OF A DESIRED NUMBER OF CONSUMER PRODUCT RELATED INFORMATION RESOURCES TO THE CPI-TRANSPORTING ENVELOPE, SELECT THE SECOND SINGLE-CLICK BUTTON ON THE CPI-TRANSPORTING ENVELOPE SO AS TO TRANSPORT (i.e. "SEND") THE CLOSED AND SEALED CPI-TRANSPORTING ENVELOPE TO THE E-MAIL ADDRESS ENTERED WITHIN THE CONSUMER E-MAIL ADDRESS FIELD OF THE CPI-TRANSPORTING ENVELOPE DURING STEP D, AND THEREAFTER, AUTOMATICALLY

MAINTAIN AN INFORMATION RECORD OF EACH CPI-TRANSPORTING ENVELOPE AND THE CONTENTS THEREOF ON THE E-MAIL SERVER ON EACH RETAILER TCP/IP INFORMATION NETWORK, AND TRANSPORT A COPY THEREOF TO THE CENTRAL E-MAIL SERVER

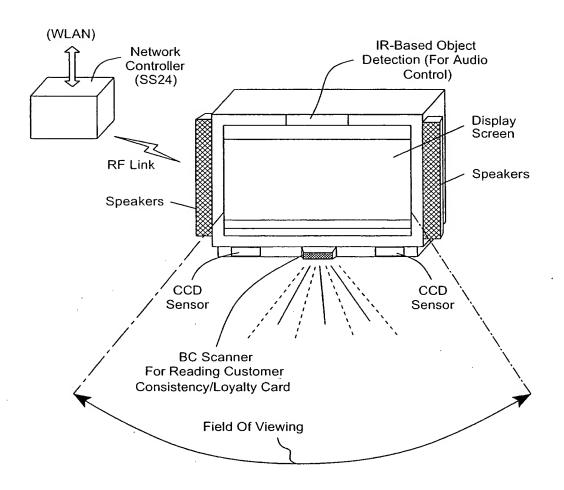
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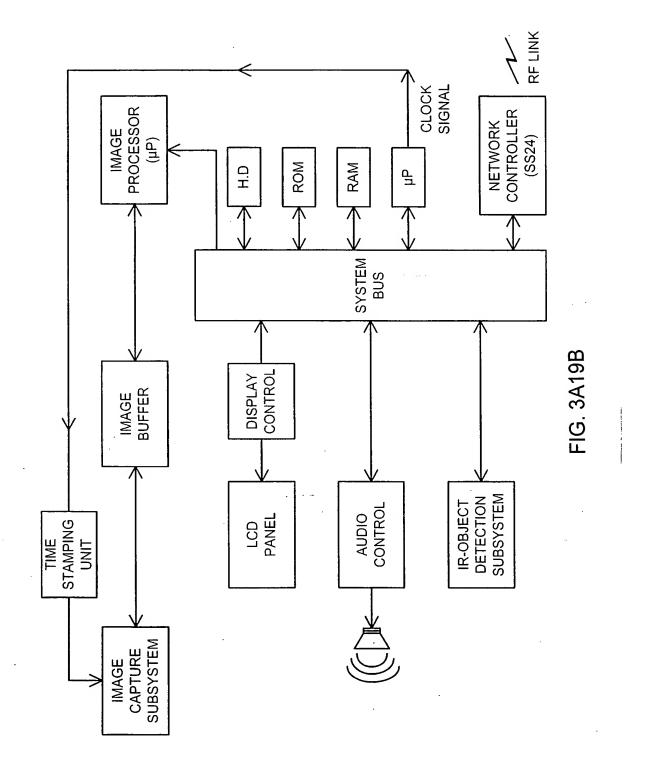
| N E-MAIL | | | | | | ••• | |
|------------------------|---|--|-----|--|--|-----|--|
| PRODUCT DESCRIPTION | | | | | | ••• | |
| TRADEMARKS | | | | | | ••• | |
| URL NO. N | , | | | | | ••• | |
| • | | | ••• | | | ••• | |
| URL NO.1 | | | | | | ••• | |
| RETAILER | | | | | | ••• | |
| UPN | | | | | | ••• | |



Features:

- -Eye Training And Accounting Subsystem -Tracks Detected Eyeball

FIG. 3A19A



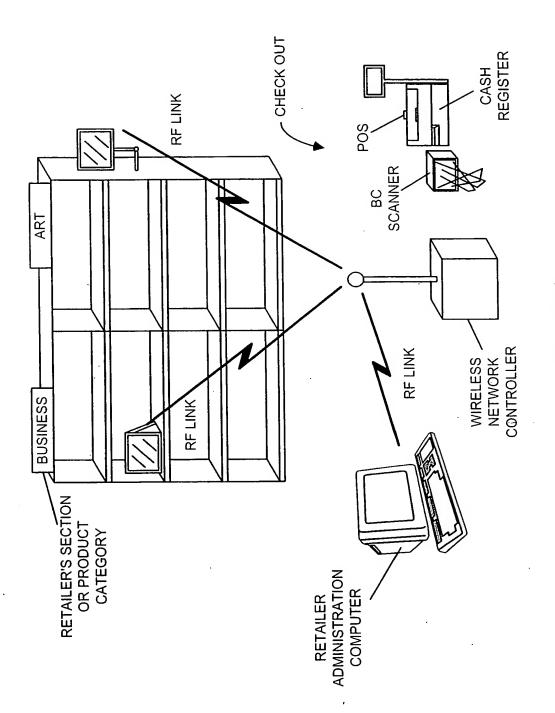


FIG. 3A20

DISPLAY FRAME FOR DISPLAYING THE LOCATION OF THE ADVERTISED PRODUCT DISPLAY FRAME FOR DISPLAYING A PRODUCT ADVERTISEMENT CREATED ABOUT THE ADVERTISED PRODUCT, SELECTED BY RETAILER (URL-DF3) DISPLAY FRAME FOR DISPLAYING THE RETAILER'S IDENTITY/IMAGE DISPLAY FRAME FOR DISPLAYING A PROMOTIONAL MESSAGE BY MANUFACTURER AND/OR AGENT THEREOF (URL-DF2), SELECTED BY RETAILER (URL-DF1) AND SELECTED BY RETAILER

FIG. 3A21A

IN THE RETAIL STORE OR IN THE RETAILER'S ELECTRONIC STORE,

SELECTED BY RETAILER (URL-DF4)

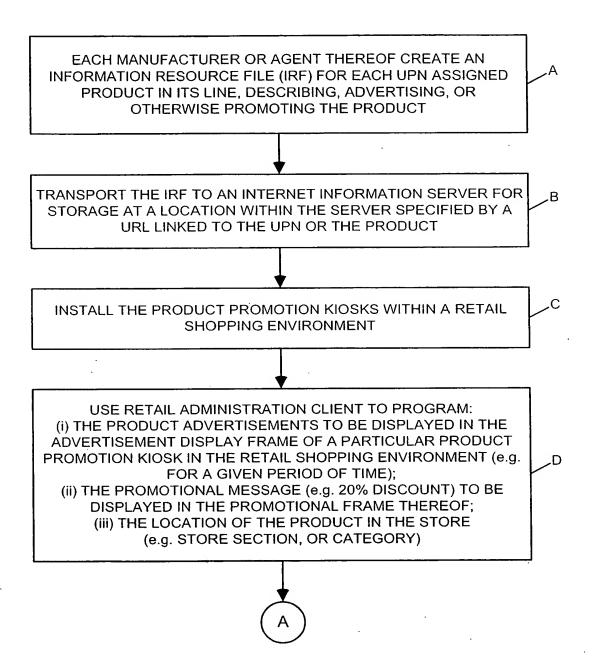


FIG. 3A22A

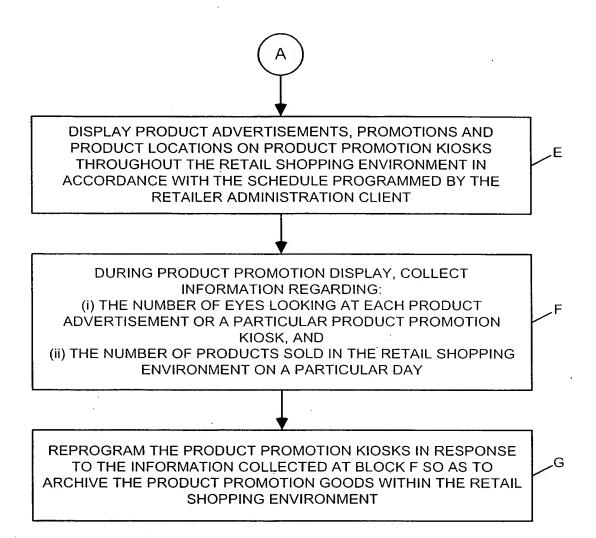


FIG. 3A22B

PRODUCT PROMOTION PROGRAMMING TABLE

| URL-DF4 | | | | | | ••• | |
|---------------------------|---|--|---|--|-------|-----|--|
| URL-DF3 | | | | | | ••• | |
| URL-DF2 | | | | | | ••• | |
| . URL-DF1 | | | | | | ••• | |
| STATIC IP ADDRESS | | | | | - 144 | ••• | |
| RETAILER KIOSK NO. | · | | | | _ | ••• | |
| DATE: TIME (INTERVALS) | | | , | | | ••• | |

FIG. 3A23

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|---------------------------------|---|------|------|------|
| # OF UPN SOLD ON 4TH DATE | · | | | |
| # OF UPN SOLD ON 3RD DATE | | | | |
| # OF UPN SOLD ON 2ND DATE | | | | |
| # OF UPN SOLD ON SAME DATE | | | | |
| URL/AD | | | | |
| EYE COUNTS | | | | |
| TIME/DATE EYE | | | | |
| UPN (PRODUCT) | | | | |

REPORT

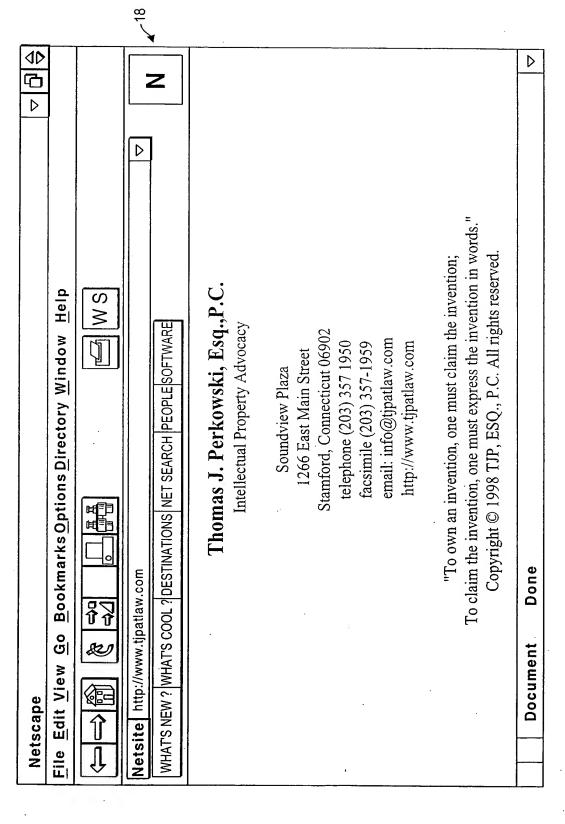


FIG. 3B

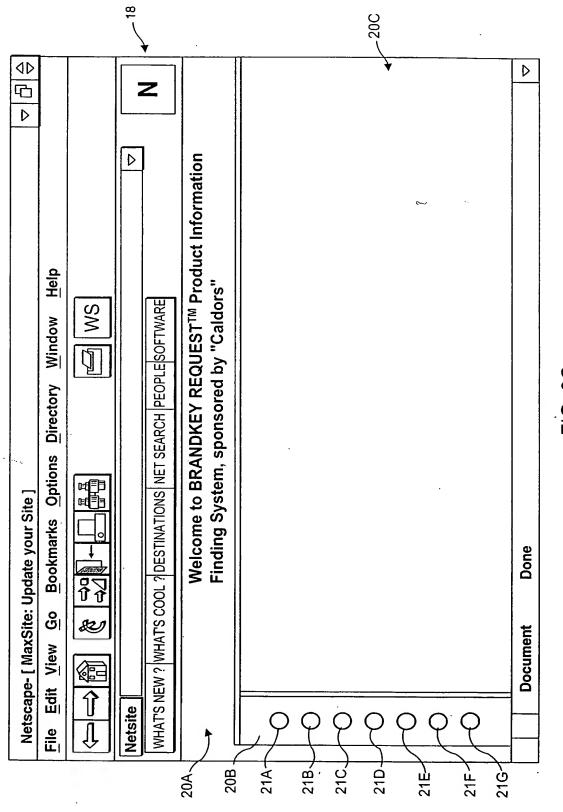


FIG. 3C

CONSUMER PRODUCT INFO. REQUEST, CPIR-ENABLING APPLET LIBRARY

| STATUS | | | | | | | ••• | | _ |
|-------------------------------------|---|-----------------------------|------------------------------|----|-----------------------------|--|-------|----------------------------|---|
| CPIR APPLETS | | | | | | | ••• | | |
| e-mail ADDRESS | | | | *1 | | | ••• | | _ |
| TRADE/ SERVICE MARKS | POWER MAC | CREST | ZANTAC ZANTAC 75 | | KODAK | | ••• | SONY | |
| UNIFORM RESOURCE LOCATOR (URL) | http:// www.power.com/pc | http:// www.tooth.com/pc | http:// www.zantac.com/pc | | http:// www.kodak.com/pc | | ••• | http://www.sony.com/ pc | |
| PRODUCT DESCRIPTION | POWER MAC 7600/120 COMPUTER | TOOTH PASTE | ACID REDUCER | | FILM PROCESSING | | ••• | PERSONAL COMPUTER | |
| REGISTRANT'S NAME AND ADDRESS | APPLE COMPUTER, INC. CUPERTINO, CA. | PROCTOR & GAMBLE | WARNER WELCOME | | KODAK, INC. | | • • • | SONY, INC. | |
| IP / SN | 7/18908/ | 0/373/100/6 | 3/12547/ 68404/0 | , | 0/00005/ 17643/4 | | ••• | 0/27242/ 51057/9 | |

FIG. 4A1

| | | | |
|---|----------|--------|---|
| PRODUCT ADVERTI- SEMENT INFORMATION FIELD | | • • • | |
| MISCELLA- NEOUS INFORMATION FIELD | | | |
| PRODUCT PRODUCT MISCELLA- INCENTIVE REVIEW NEOUS NFORMATION INFORMATION FIELD FIELD | ·· . | | |
| ı | | • • • | |
| PRODUCT WARRANTY / SERVING INFORMATION FIELD | ~ | | , |
| PRODUCT UPDATE INFORMATION FIELD | | | |
| URL; SPECIFICATION UPDATE INFORMATION FIELD FIELD | | a a a. | |
| URL; | | | |

FIG. 4A2

| NS/dI | REGISTRANT'S | PRODUCT DESCRIPTION | TRADE/SERVICE MARKS | E-MAIL ADDRESS | STATUS |
|-----------------|-------------------------------------|-------------------------|------------------------|-------------------|--------|
| | | | | | |
| 7/05089/37460/7 | NETSCAPE COMMUNICATIONS CORP. | INTERNET | NETSCAPE, NAVIGATOR | | |
| | | | | | |
| | | | | | - |
| 0/30000/01020/4 | QUAKER, INC. | OATMEAL | QUAKER | | |
| 0/496/390/1 | COLA COLA, INC. | COCA SODA | COCA - COLA, COKE | | • |
| | | | | | |
| 0/7599/24245/2 | WARNER BROS. | PAT METHANY AUDIO CD | GEFFEN | | |
| | | | | | |
| ••• | | | ••• | | |
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| | | ¥ | | | |

FIG. 4B

| Manufacturer | Company Name | Street Address | City | State | Postal Code | Country | Manufacturer ID Number | Contact Person | Phone Number | E-Mail | Domain Name | Website Creation Date | Website Existence | Manufacturer Website URL | | | FIG. 4C1 | |
|--------------------|--------------|----------------|----------------|------------------------|-----------------------------|--------------------------|------------------------|------------------------|--------------------------------------|--------------|-------------|------------------------|-----------------------------|--------------------------|-----------------------------|--|----------|--------|
| (| ה | | V ∀ | ∀ | A | ⋖ | ⊢] | | (DI |]] [| | ∢ | [≽ | दा | ₹] | | | |
| 及 Consumer Product | | ← UPC Number | Company Name | Manufacturer ID Number | Manufacturer Product Number | Manufacturer Website URL | Product Description | \neg | [D] Information Resources on the WWW | | UPC Number | Manufacturer ID Number | Manufacturer Product Number | Company Name | UKL for Product Description | | (7 | 7F. 4C |
| | 7 | A | ⋖ | ⋖ | ⋖ | A | ⋖ | ⋖ | ⋖ | ⋖ | ⋖ | ✓ | | A | ⋖ | | | |
| Manufacturar | Mainiaciniei | Company Name | Street Address | City | State | Postal Code | Country | Manufacturer ID Number | Contact Person | Phone Number | E-Mail | Domain Name | Website Creation Date | Website Existence | Manufacturer Website URL | | | |

Consumer Product
UPC Number
Company Name
Manufacturer ID Number
Manufacturer Product Number
Manufacturer Website URL
Product Description
Primary Trademark
Secondary Trademark
Package Type
UPC Symbol Type
Website Marking on Package

Info. Resources on WWW

UPC Number

FIG. 4C

For Company Stock Purchase URL For Direct Product Purchase **URL For Company Annual Report URL For Complementary Product URL For Complementary Product** JRL For Complementary Product Manufacturer Product Number URL For WWW Advertisement URL For Product Retailer No.3 URL For WWW Advertisement URL For WWW Advertisement URL For Product Retailer No.2 URL For Product Retailer No.1 **URL For Product Description URL For Product Wholesaler** URL For Product Wholesaler URL For Product Wholesaler **URL For Warranty Service** Manufacturer ID Number **URL For Product Manual** Company Name

FIG. 4C.

RETAILER

Company Name

Street Address

City

State

Postal Code

Country

Manufacturer ID Number

Contact Person

Phone Number

E-Mail

Domain Name

Website Creation Date

Website Existence

Manufacturer Website URL

Manufacturer No. 1

Manufacturer No. 2

Manufacturer No. 3

Manufacturer No. 4

Manufacturer No. 5

Manufacturer No. 6

Manufacturer No. 7

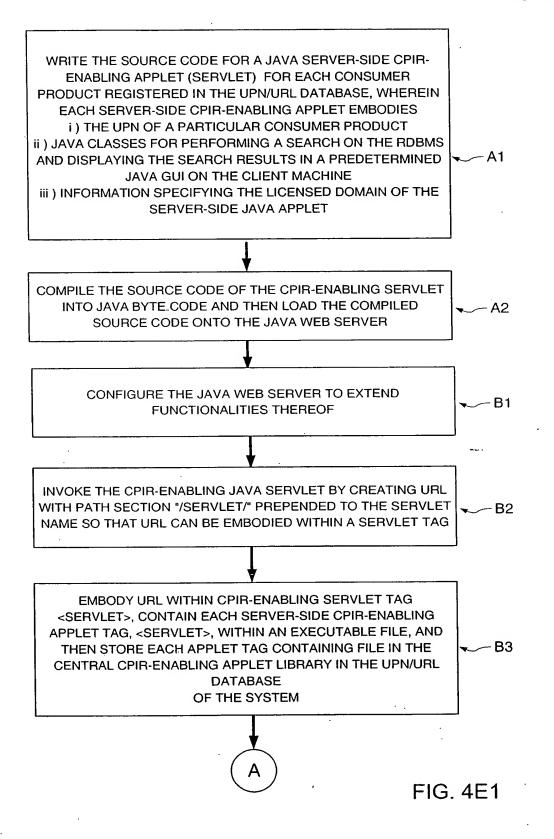
Manufacturer No. 8

Manufacturer No. 9

Manufacturer No. 10

Manufacturer No. N

FIG. 4D



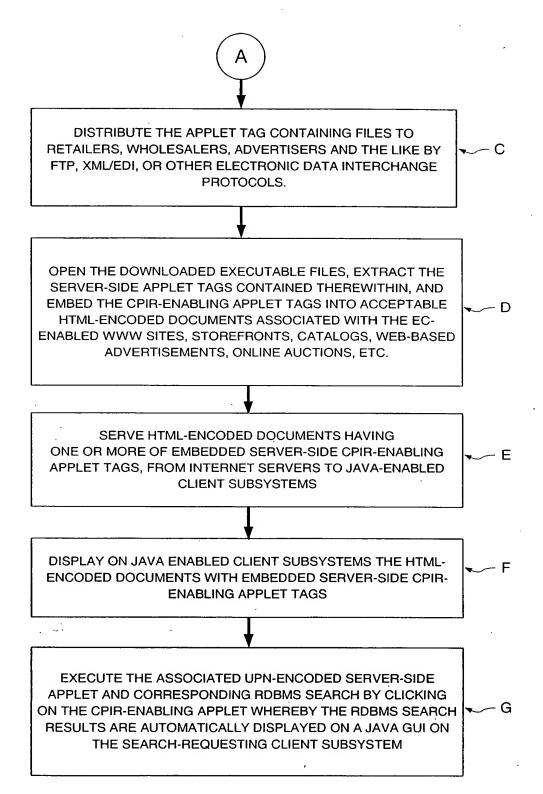
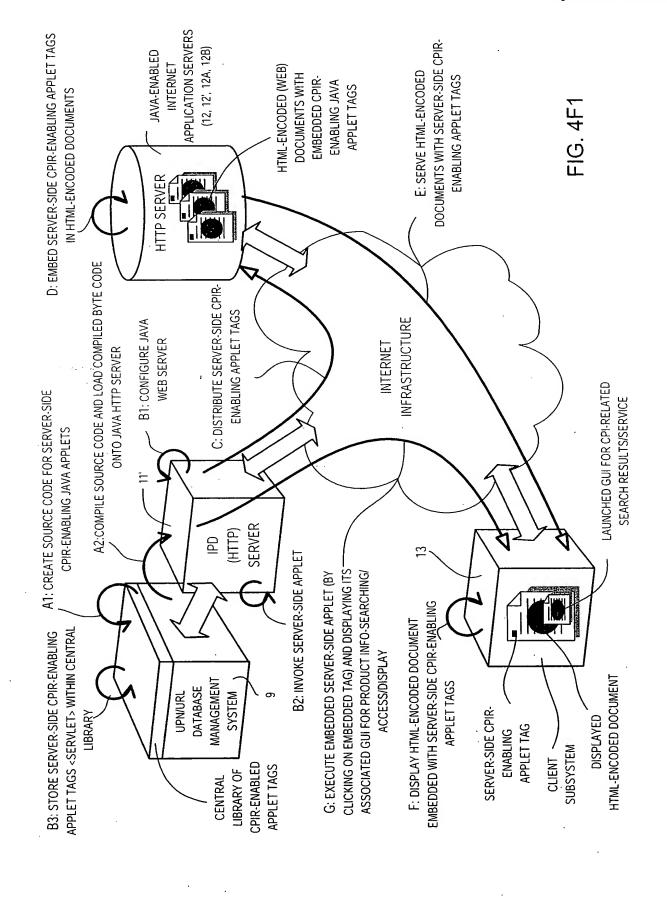
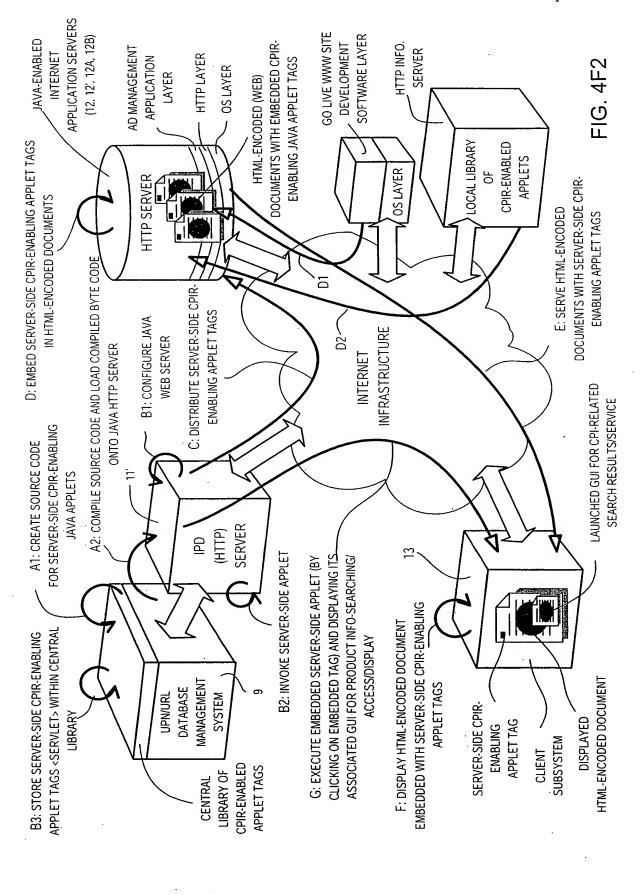


FIG. 4E2





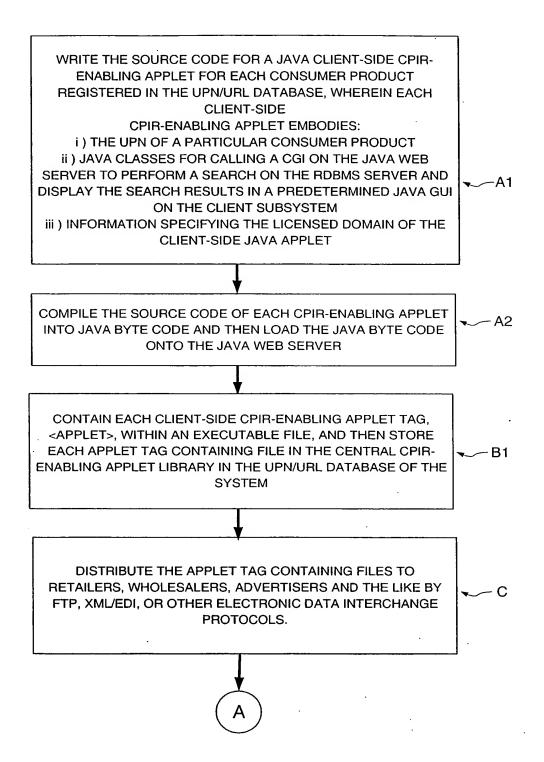


FIG. 4G1

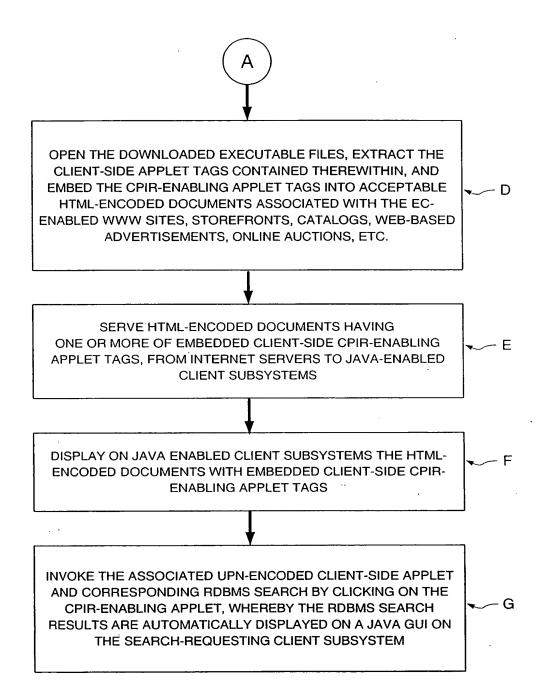
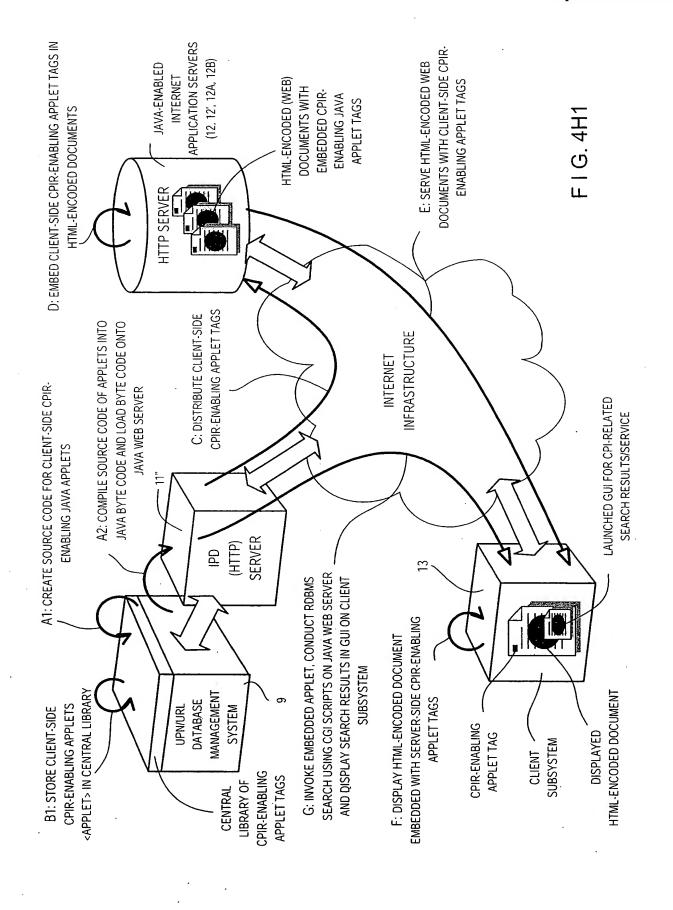
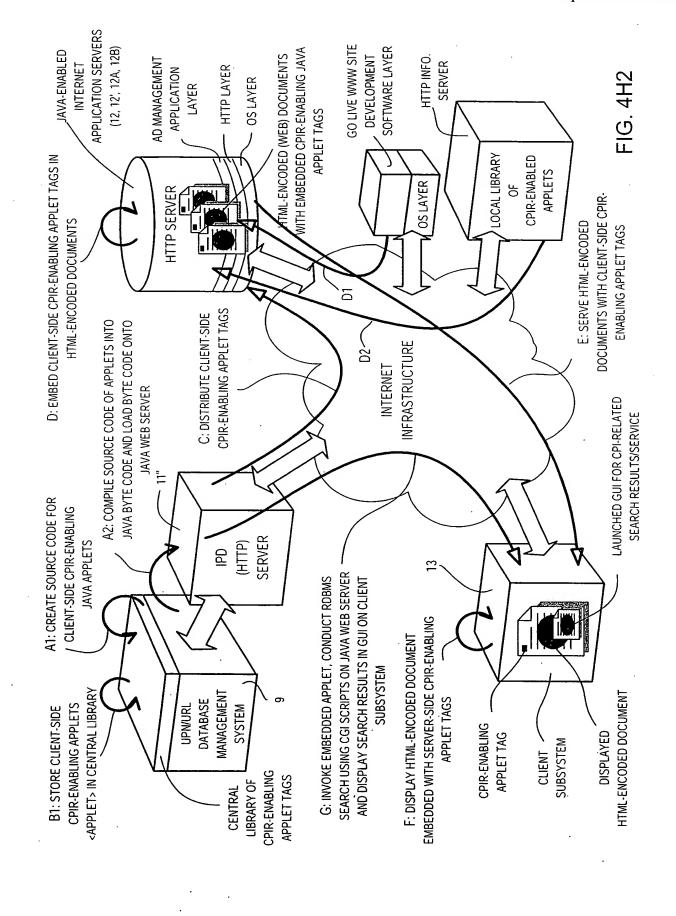


FIG. 4G2,





WRITE THE SOURCE CODE FOR A JAVA CLIENT-SIDE CPIR ENABLING APPLET FOR EACH CONSUMER PRODUCT REGISTERED IN THE UPN/URL DATABASE, WHEREIN EACH CLIENT-SIDE CPIR-**ENABLING APPLET EMBODIES:** i) THE UPN OF A PARTICULAR CONSUMER PRODUCT ii) JAVA CLASSES FOR CREATING A SOCKET CONNECTION BETWEEN THE CLIENT SYSTEM AND JAVA WEB SERVER AND TO PERFORM A SEARCH ON THE RDBMS SERVER, AND DISPLAYING THE SEARCH RESULTS IN A PREDETERMINED JAVA GUI ON THE **CLIENT SUBSYSTEM** iii) INFORMATION SPECIFYING THE LICENSED DOMAIN OF THE **CLIENT-SIDE JAVA APPLET** COMPILE THE SOURCE CODE OF EACH CPIR-ENABLING APPLET - A2 INTO JAVA BYTE CODE AND THEN LOAD THE JAVA BYTE CODE ONTO THE JAVA WEB SERVER CONTAIN EACH CLIENT-SIDE CPIR-ENABLING APPLET TAG, <APPLET>, WITHIN AN EXECUTABLE FILE, AND THEN STORE EACH APPLET TAG CONTAINING FILE IN THE CENTRAL CPIR-**√** B1 ENABLING APPLET LIBRARY IN THE UPN/URL DATABASE OF THE **SYSTEM** DISTRIBUTE THE APPLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.

FIG. 411

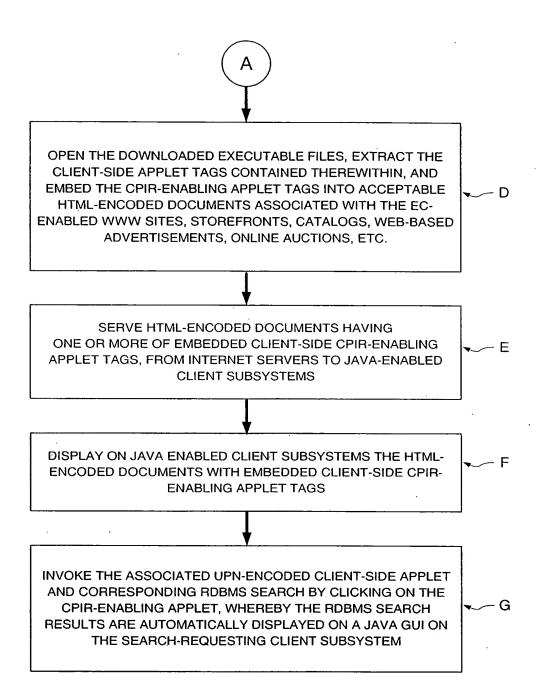
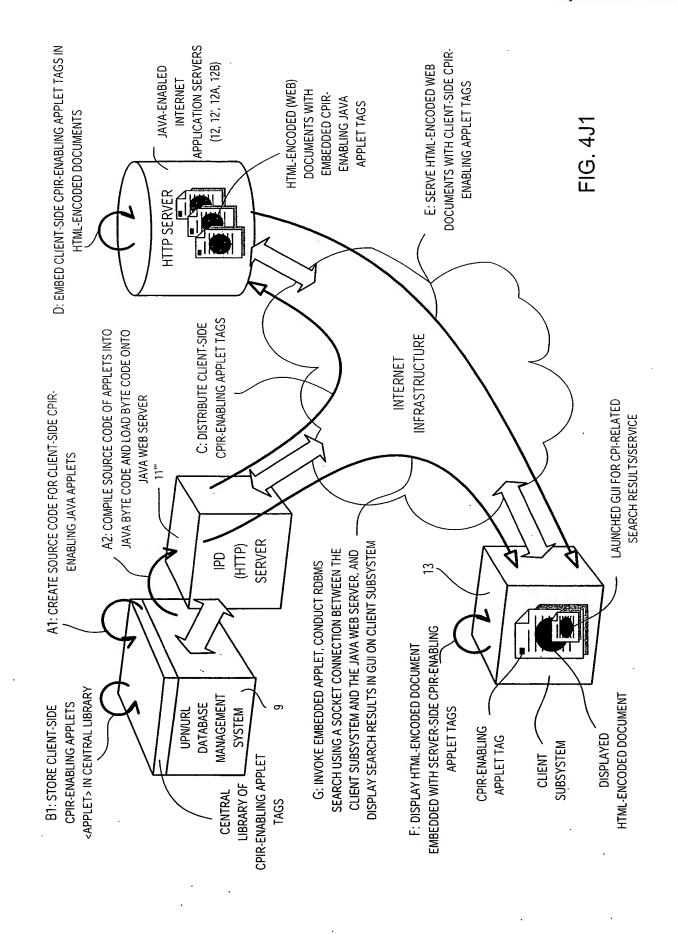
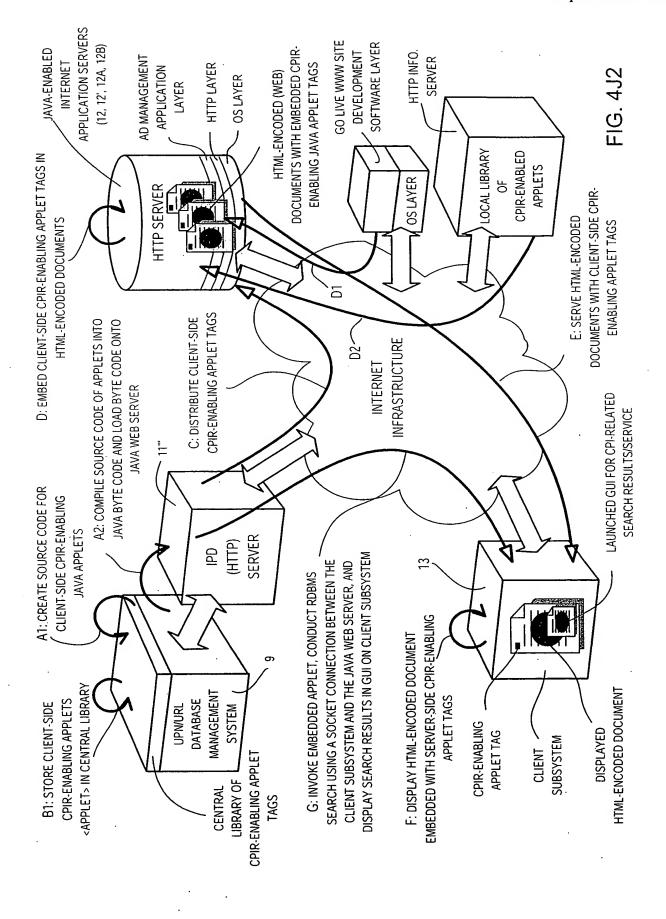


FIG. 412





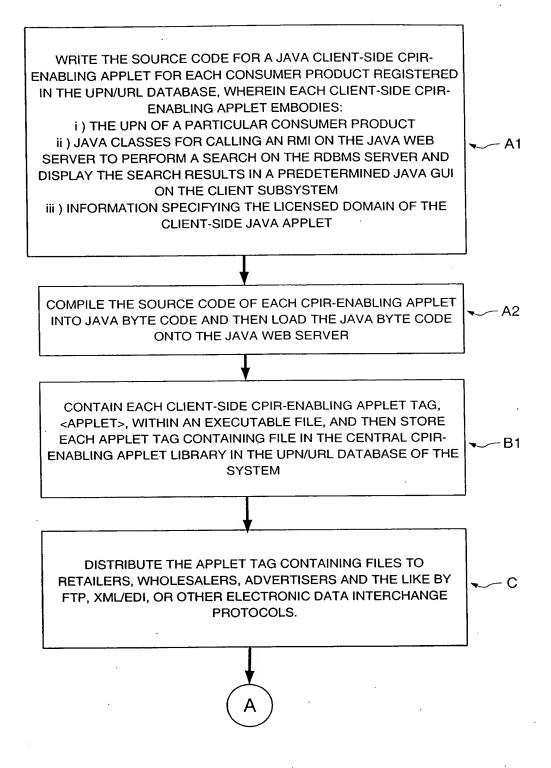


FIG. 4K1

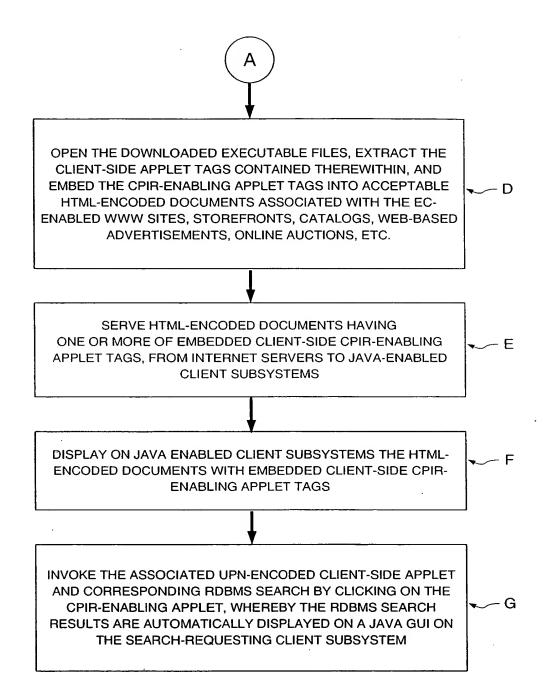
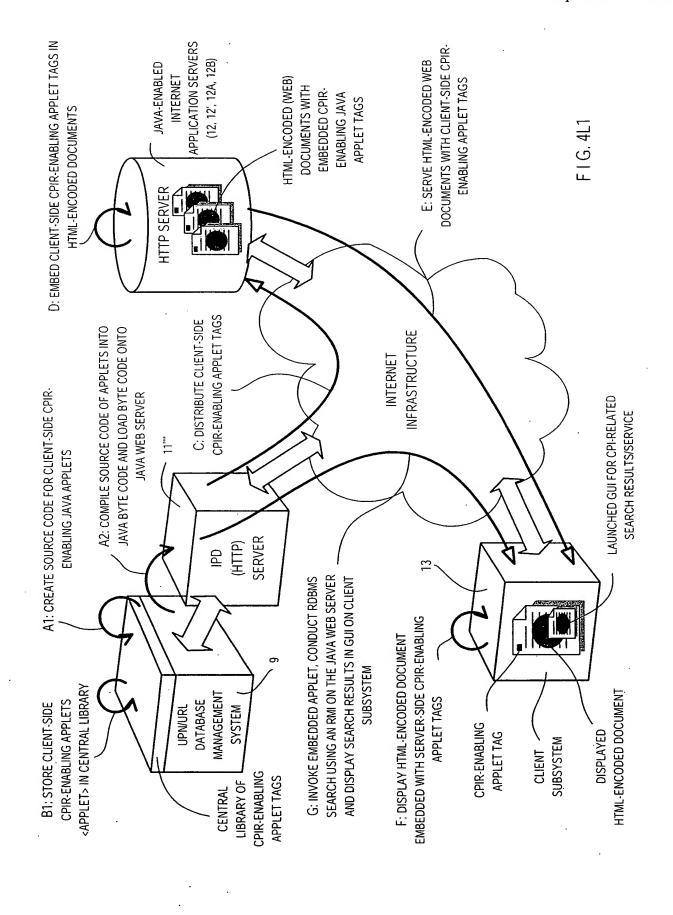
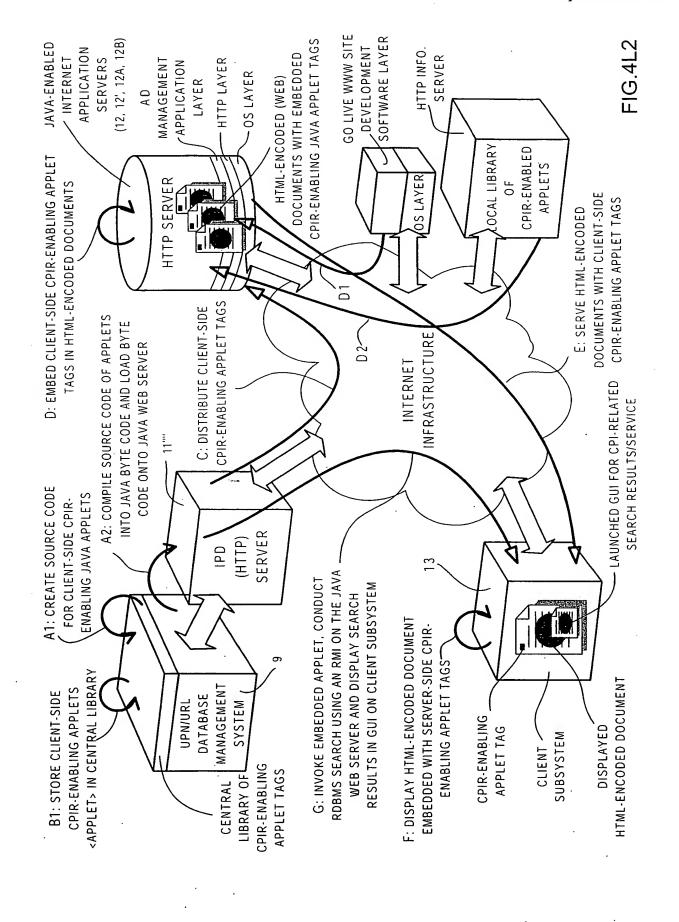


FIG. 4K2,





| RRANDKEY RECUIF | | | | 2 |
|-----------------------------------|--|--|---|-------------|
| BRANDKEY REOUE | | Andrew (II) in a service (III) in the service (III) | HILL PANDAGE STATE | |
| | EST™ CC | BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER | CT INFORMATIOI | N SERVER |
| BrandKey Request™ | CEN | CENTRAL LIBRARY OF CPIR-ENABLING APPLETS | R-ENABLING APPLE | TS |
| Trademark™ | UPCNO | Trademark | Manufacturer No. | Download |
| Home-Page TM 00 | 0000000000 | Power Mac Computer | 0000000000 | O SERVICE O |
| | | | | 8 |
| Product Description TM | 11111111111 | Sony | 111111111111111111111111111111111111111 | |
| | | And the second s | | |
| Brandlinx™ | 22222222 | L Crew | 2222222222 | |
| Send-It-Home TM | Newspecial Contraction of the Co | A CONTRACTOR OF THE CONTRACTOR | | |
| | | | | |

FIG. 4M1

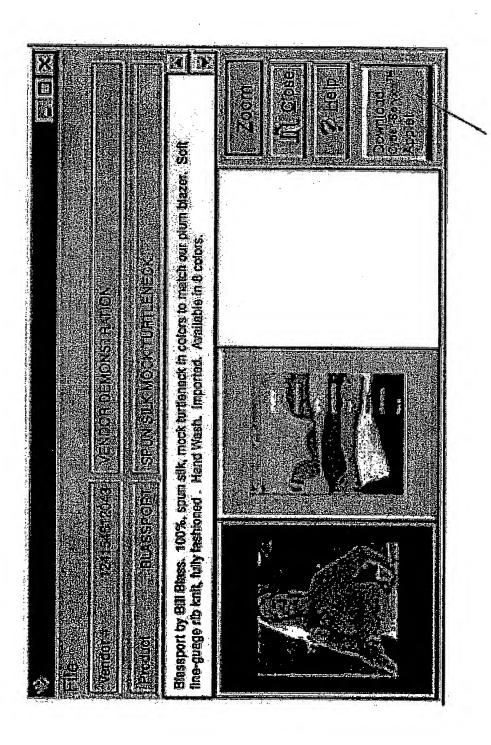


FIG. 4M2

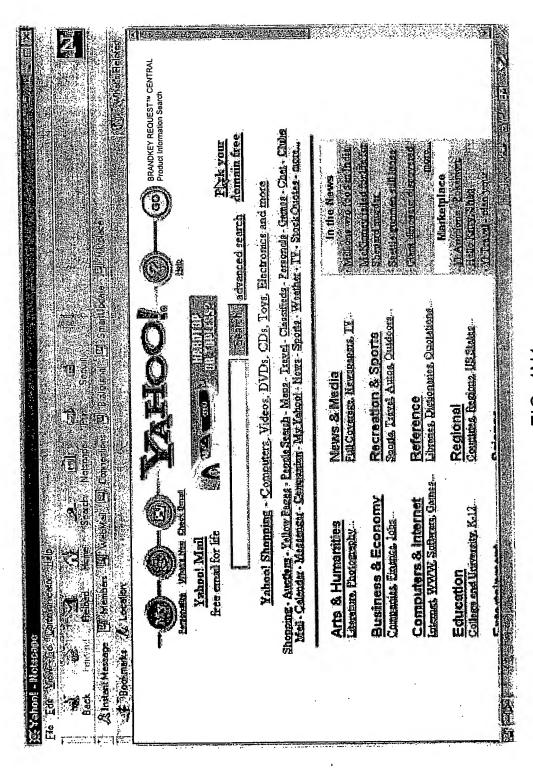


FIG. 4N1

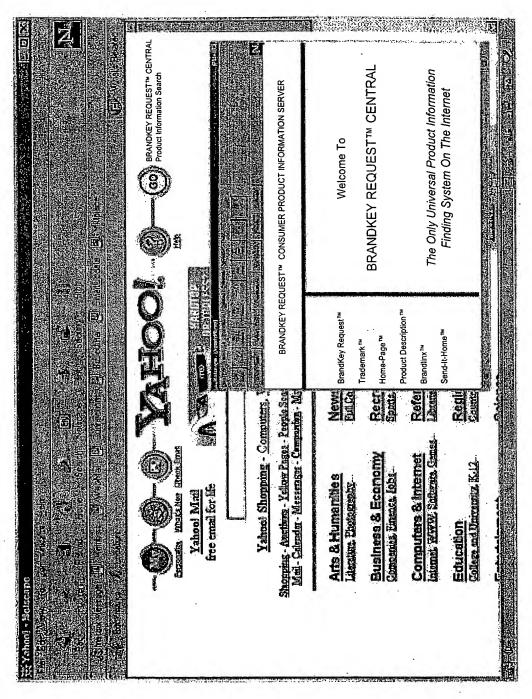


FIG. 4N2

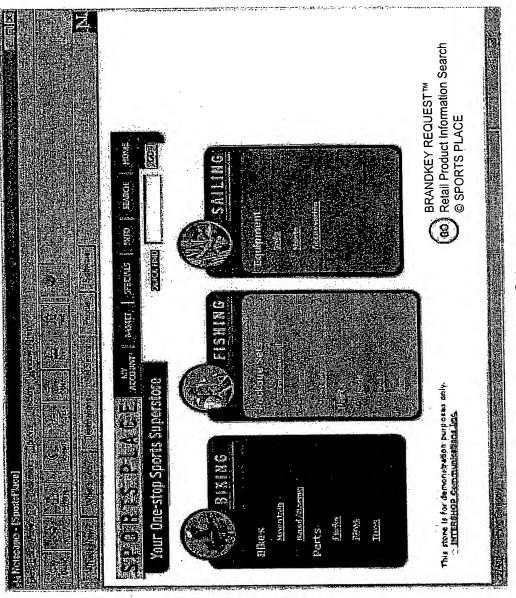


FIG. 401

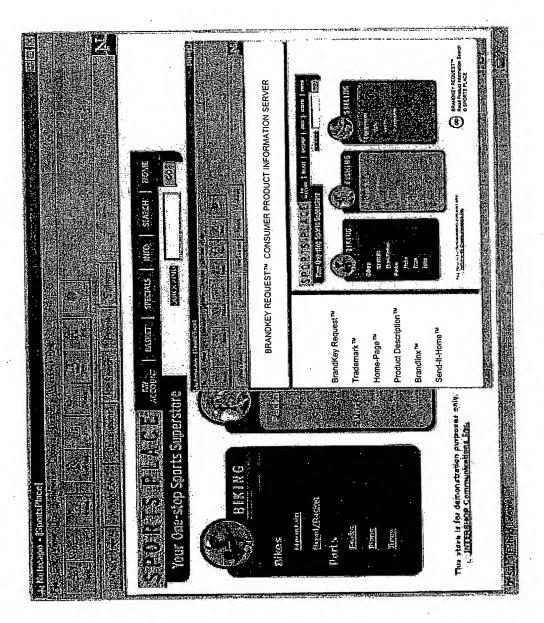
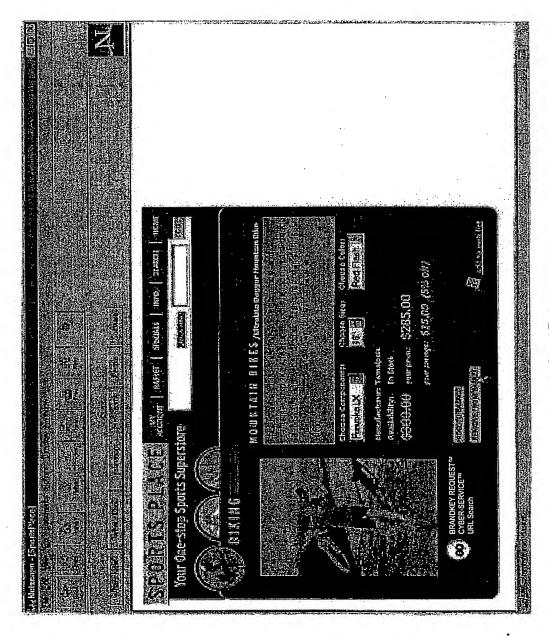


FIG. 402



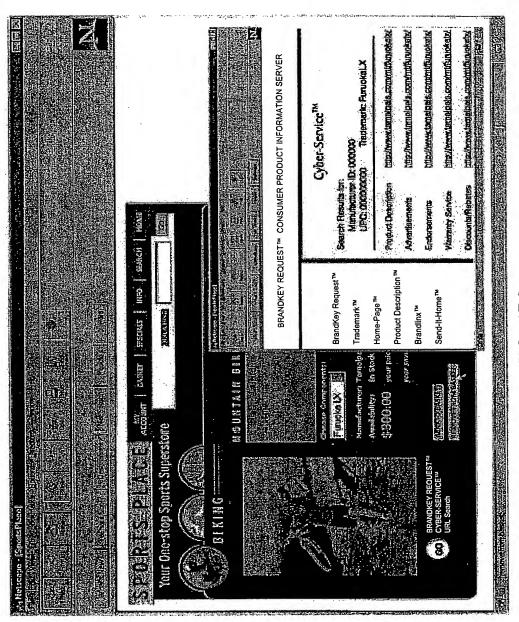
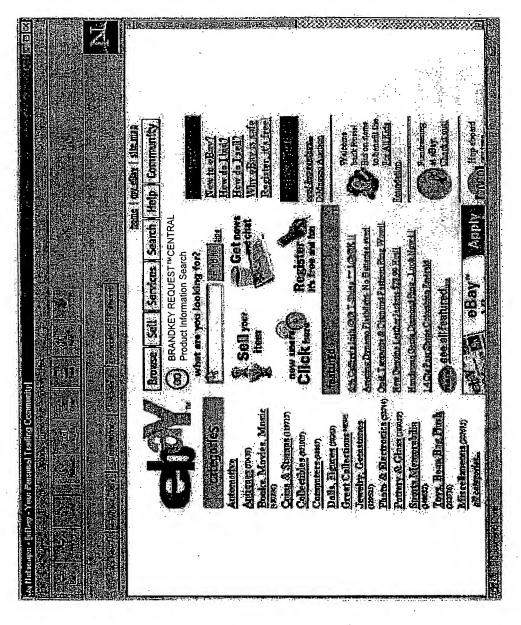


FIG. 4P2



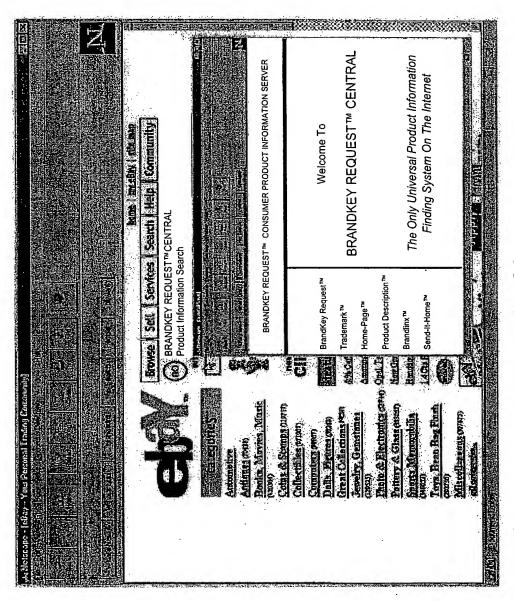


FIG. 4Q2

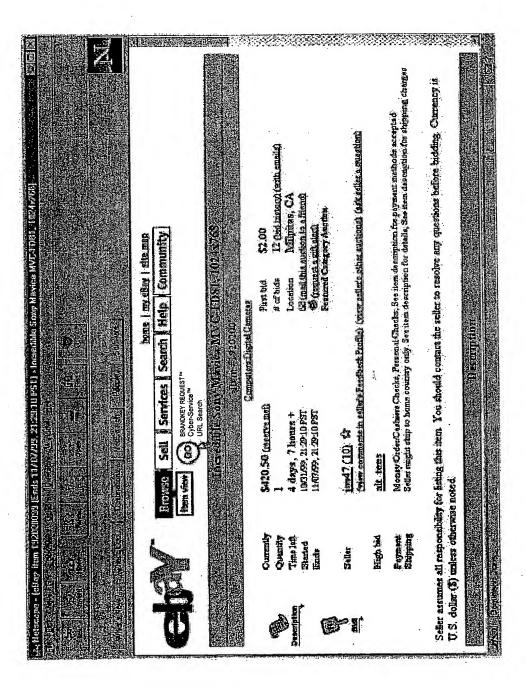


FIG. 4R1

FIG. 4R2

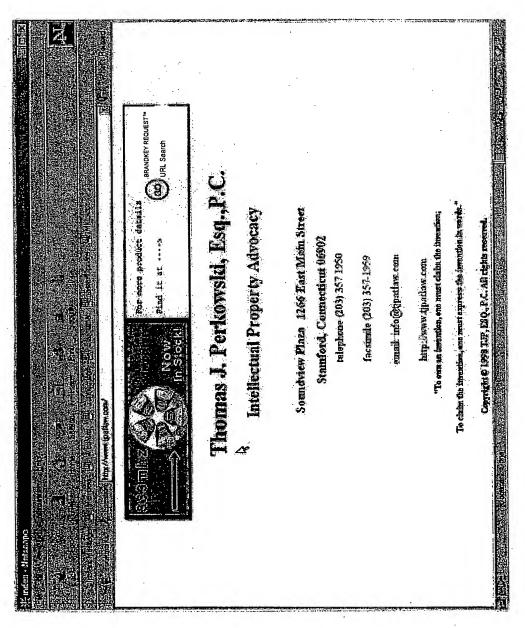


FIG. 45.

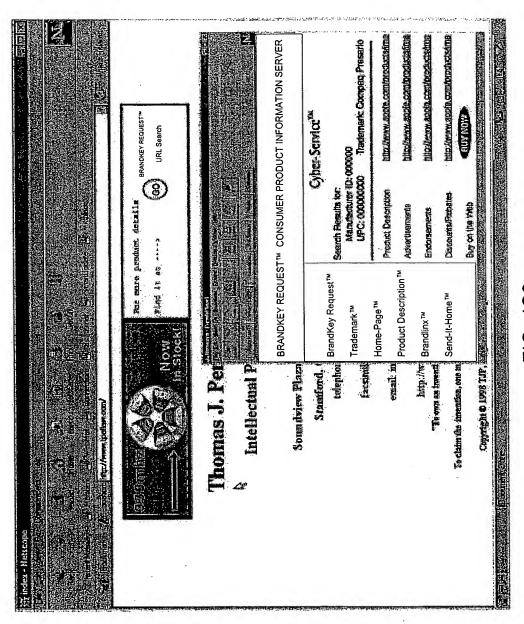


FIG. 4S2

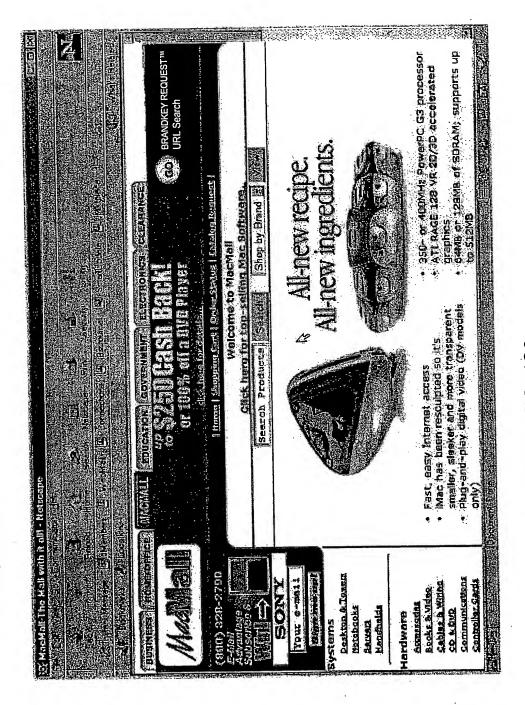


FIG. 4S3

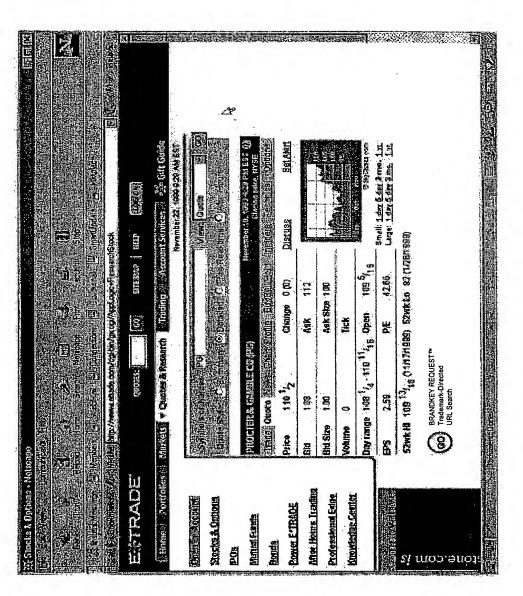


FIG. 4T1

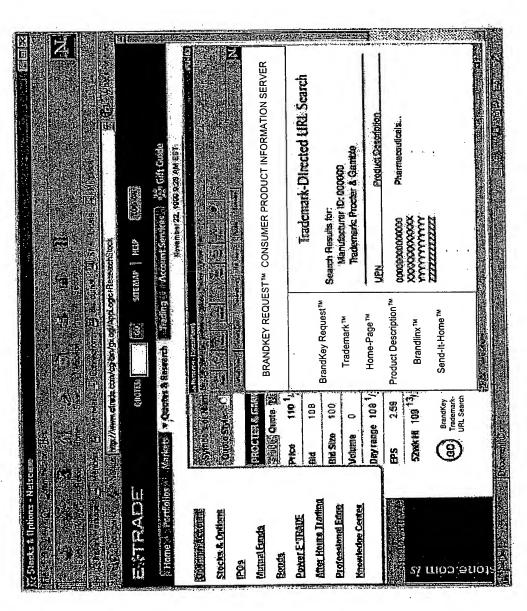
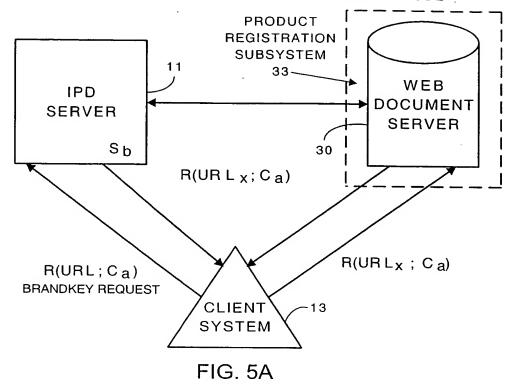
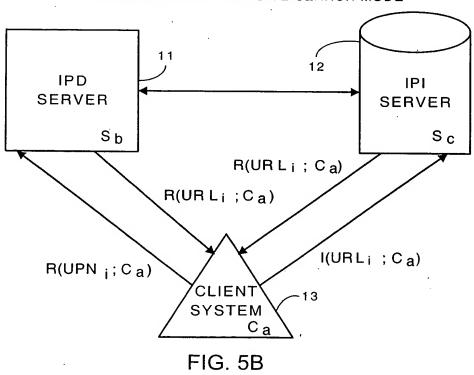


FIG. 4T2

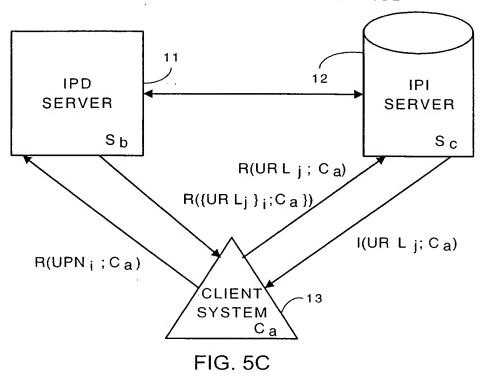
MANUFACTURER / PRODUCT REGISTRATION MODE

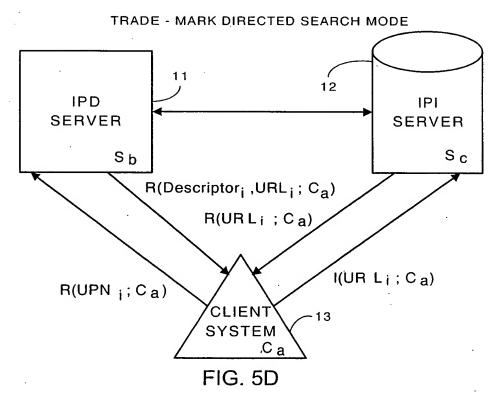


MANUFACTURER WEBSITE SEARCH MODE



UPN - DIRECTED INFORMATION ACCESS MODE





PRODUCT - DESCRIPTION DIRECTED SEARCH MODE

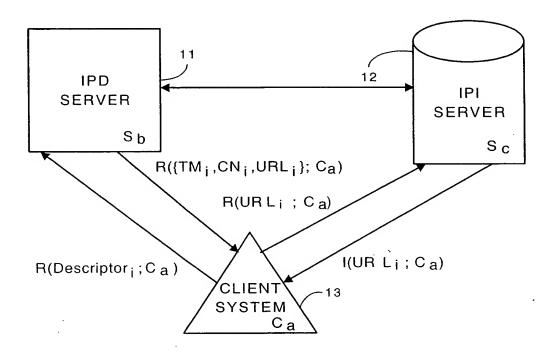


FIG. 5E

ACTIVATE MANUFACTURER / PRODUCT
REGISTRATION MODE BY SELECTING MODE
ACTIVATION CHECK BOX ON CONTROL STRIP
OF GUI DISPLAYED ON CLIENT SYSTEM, AND
SENDING HTTP REQUEST TO IPD SERVER OF IPI
FINDING AND SERVING SUBSYSTEM

IPD SERVER SENDS HTML DOCUMENT TO
REQUESTING CLIENT SUBSYSTEM FOR DISPLAY IN
INFORMATION DISPLAY FRAME OF GUI THEREOF

THE MANUFACTURER FOLLOWS INSTRUCTIONS
DISPLAYED ON THE HTML DOCUMENT LINKING TO
WEB DOCUMENT SERVER OF THE
MANUFACTURER /PRODUCT REGISTRATION
SUBSYSTEM AND CARRYING OUT OF THE
PROCEDURES MANAGED THEREBY

FIG. 6A

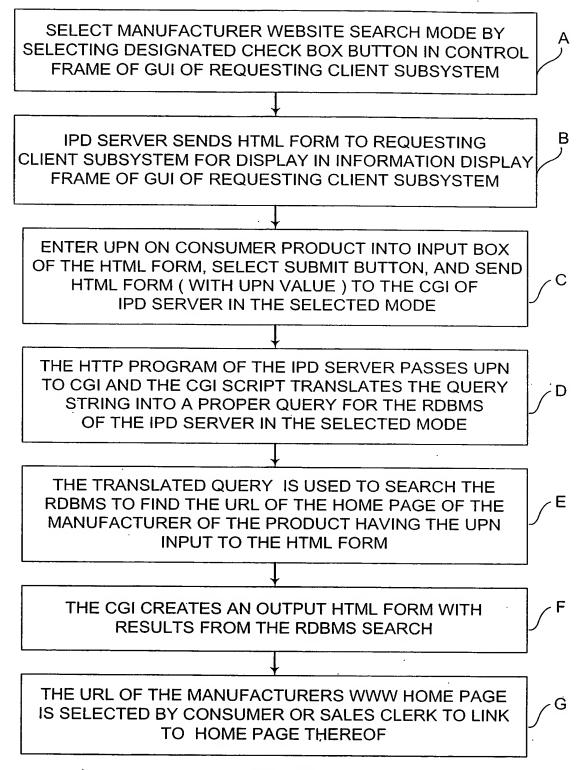


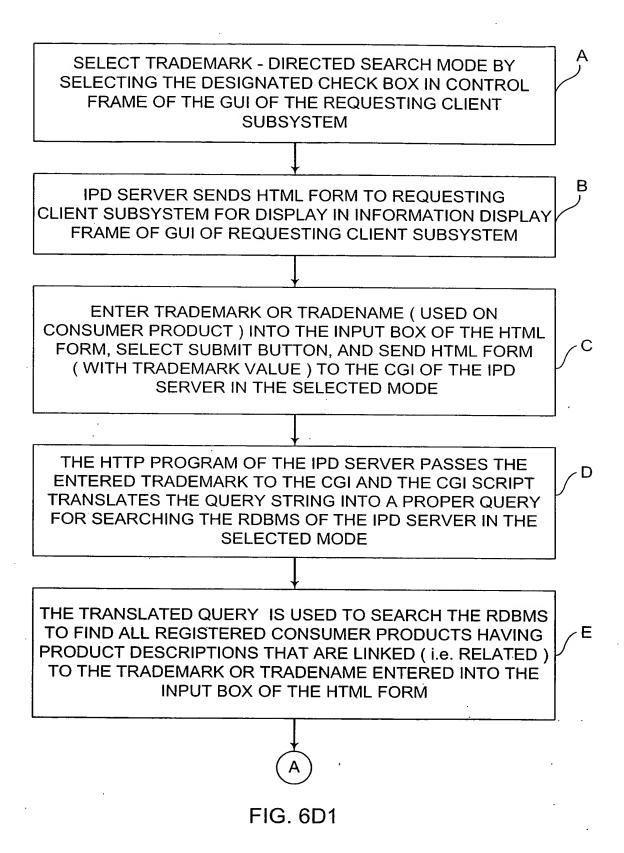
FIG. 6B

- H

SELECT UPN - DIRECTED SEARCH MODE BY SELECTING DESIGNATED CHECK BOX IN CONTROL FRAME OF THE GUI OF REQUESTING CLIENT SUBSYSTEM IPD SERVER SENDS HTML FORM TO REQUESTING В CLIENT SUBSYSTEM FOR DISPLAY IN INFORMATION DISPLAY FRAME OF GUI OF REQUESTING CLIENT SUBSYSTEM ENTER UPN ON CONSUMER PRODUCT INTO INPUT BOX OF THE HTML FORM, SELECT SUBMIT BUTTON, AND SEND HTML FORM (WITH UPN VALUE) TO THE CGI OF THE IPD SERVER IN THE SELECTED MODE THE HTTP PROGRAM OF THE IPD SERVER PASSES THE UPN TO THE CGI AND THE CGI SCRIPT TRANSLATES THE ٠D QUERY STRING INTO A PROPER QUERY FOR THE RDBMS OF THE IPD SERVER THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS TO FIND THE SET OF URLs POINTING TO THE HTML DOCUMENTS PUBLISHED ON THE INTERNET AND CONTAINING INFORMATION RELATING TO THE CONSUMER / E PRODUCT HAVING THE UPN ENTERED INTO THE INPUT OF THE HTML FORM THE CGI CREATES AN OUTPUT HTML FORM WITH THE RESULTS FROM THE RDBMS SEARCH DISPLAY IN THE INFORMATION DISPLAY FRAME THE SET OF

URLs RETRIEVED FROM THE RDBMS SEARCH AT BLOCK F ABOVE

LINK TO A DESIRED CONSUMER PRODUCT RELATED INFORMATION BY SELECTING THE CORRESPONDING URL FROM THE DISPLAYED INFORMATION MENU





CGI SCRIPT CREATES ANOTHER HTML FORM, AND INSERTS
THE SEARCH RESULTS WITHIN THE INPUT BOX
OF THE HTML FORM AND PROVIDES THE INPUT BOX WITH
A RADIO-TYPE SUBMIT BUTTONS; AND THEN SENDS HTML
FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY
IN INFORMATION DISPLAY FRAME

USE THE RADIO-BUTTON TO SELECT A TRIPLET DATA SET FROM THE INPUT BOX (i.e. PRODUCT DESCRIPTION, MANUFACTURER AND UPN) AND THEN SELECT SUBMIT BUTTON TO SEND REQUEST TO THE HTTP PROGRAM TO GET THE COMPLETED HTML FORM

- G

THE HTTP PROGRAM OF THE IPD SERVER PASSES THE ENTERED DATA SET (SELECTED FROM THE INPUT BOX) TO THE CGI AND THE CGI SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR SEARCHING THE RDBMS OF THE IPD SERVER IN THE SELECTED MODE

- H

THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS
TO FIND THE SET OF URLS RELATED TO THE REGISTERED
CONSUMER PRODUCT ASSIGNED THE UPN IN THE SELECTED
DATA TRIPLET

THE CGI SCRIPT CREATES HTML FORM, INSERTS RESULTS FROM SEARCH THEREINTO, AND SENDS THE HTML FORM TO THE REQUESTING CLIENT SUBSYSTEM

(B

FIG. 6D2

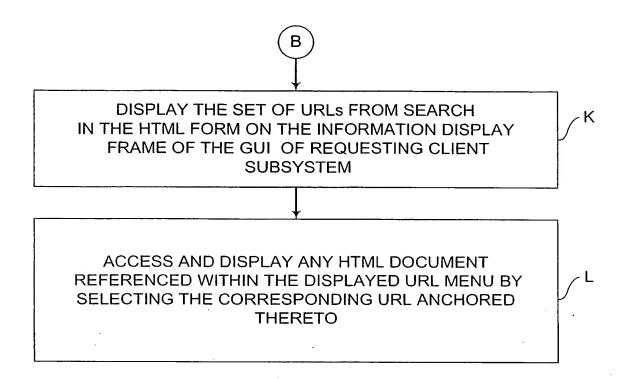


FIG. 6D3

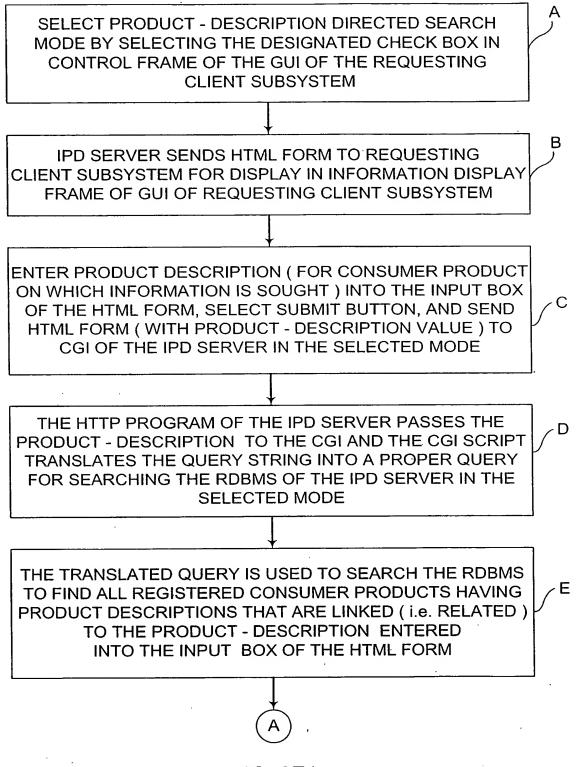


FIG. 6E1



CGI SCRIPT CREATES ANOTHER HTML FORM, AND INSERTS
THE SEARCH RESULTS WITHIN THE INPUT BOX
OF THE HTML FORM AND PROVIDES THE INPUT BOX WITH
A RADIO-TYPE SUBMIT BUTTONS; AND THEN SENDS HTML
FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY
IN INFORMATION DISPLAY FRAME

F

USE THE RADIO-BUTTON TO SELECT A TRIPLET DATA SET FROM THE INPUT BOX (i.e. TRADEMARK, MANUFACTURER AND UPN) AND THEN SELECT SUBMIT BUTTON TO SEND REQUEST TO THE HTTP PROGRAM TO GET THE COMPLETED HTML FORM

G

THE HTTP PROGRAM OF THE IPD SERVER PASSES THE ENTERED DATA SET (SELECTED FROM THE INPUT BOX) TO THE CGI AND THE CGI SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR SEARCHING THE RDBMS OF THE IPD SERVER IN THE SELECTED MODE

Н

THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS
TO FIND THE SET OF URLs RELATED TO THE REGISTERED
CONSUMER PRODUCT ASSIGNED THE UPN IN THE
SELECTED DATA TRIPLET

THE CGI SCRIPT CREATES HTML FORM, INSERTS RESULTS FROM SEARCH THEREINTO, AND SENDS THE HTML FORM TO THE REQUESTING CLIENT SUBSYSTEM

B

FIG. 6E2

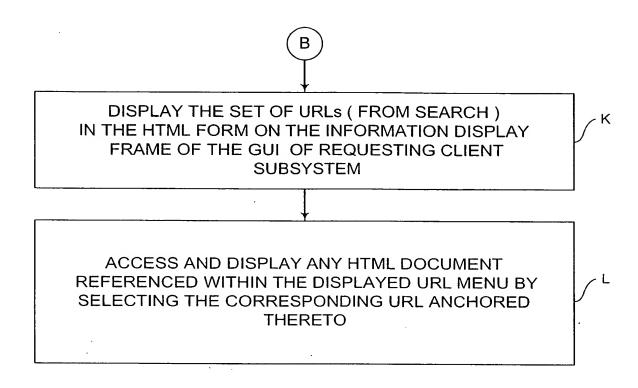
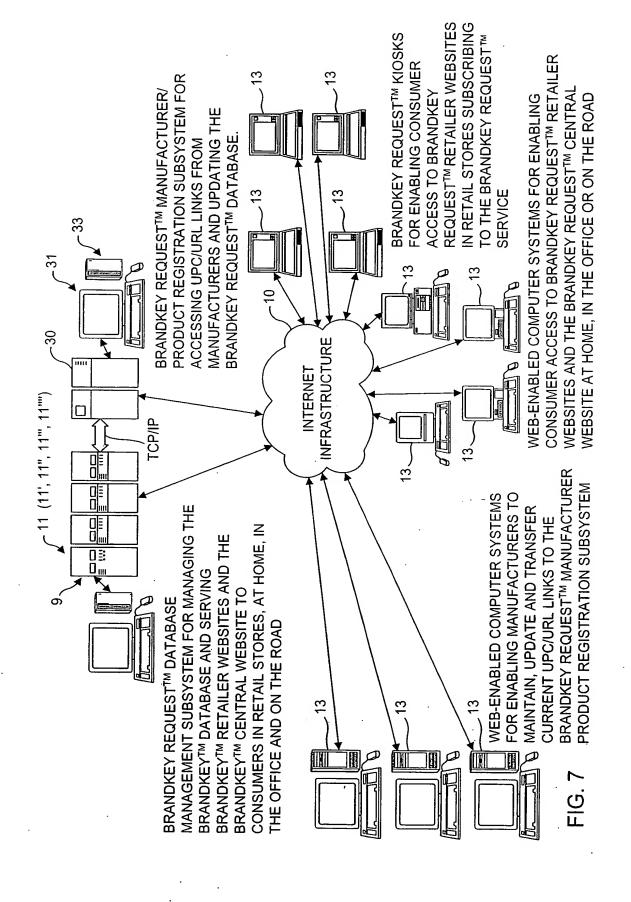
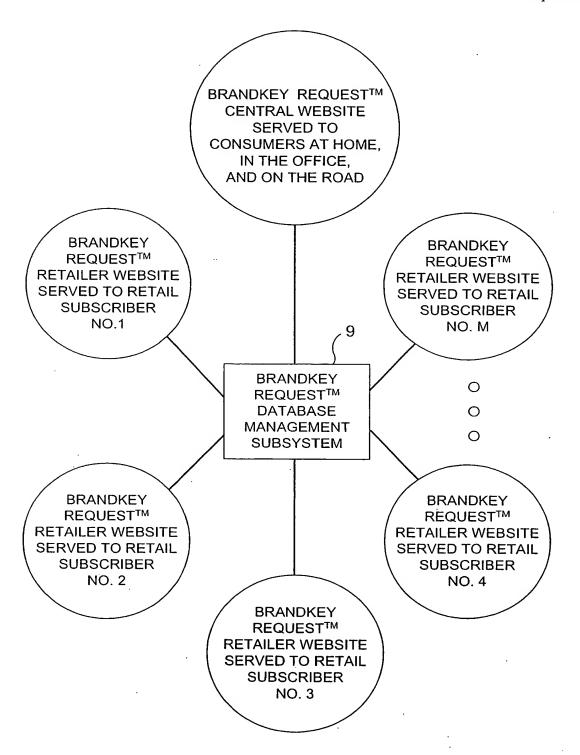
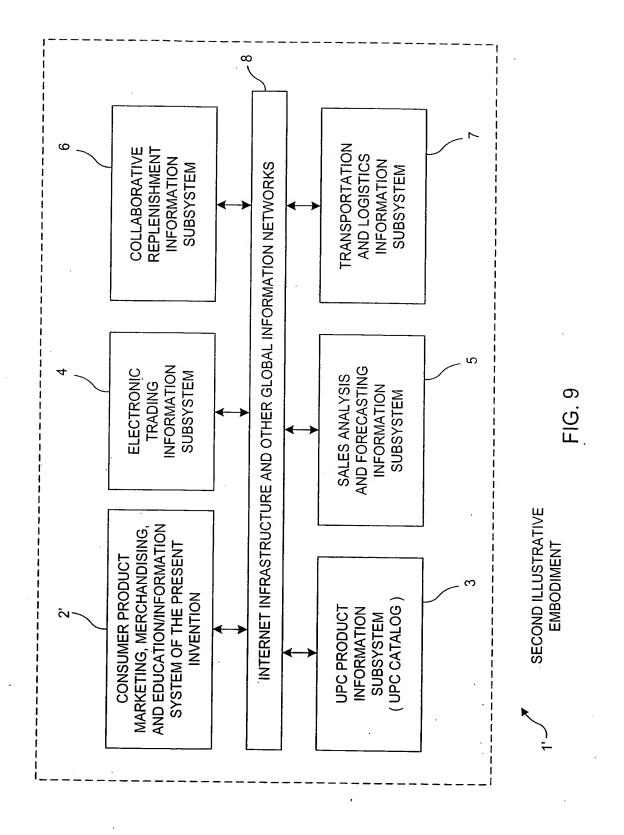


FIG. 6E3





F I G. ,8



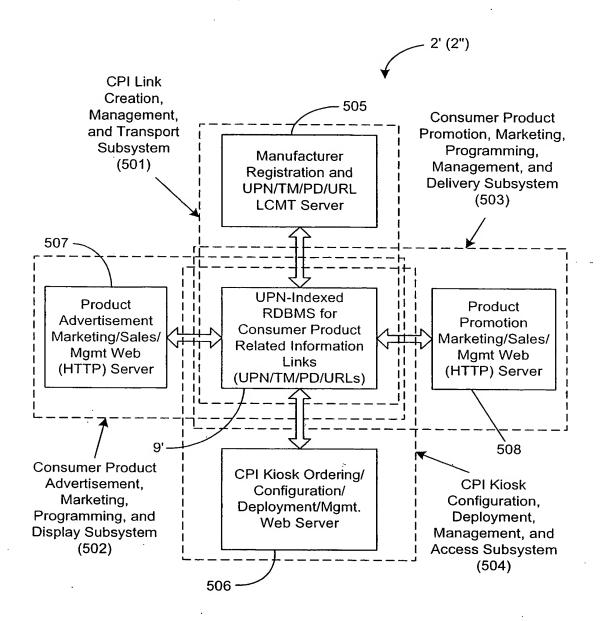
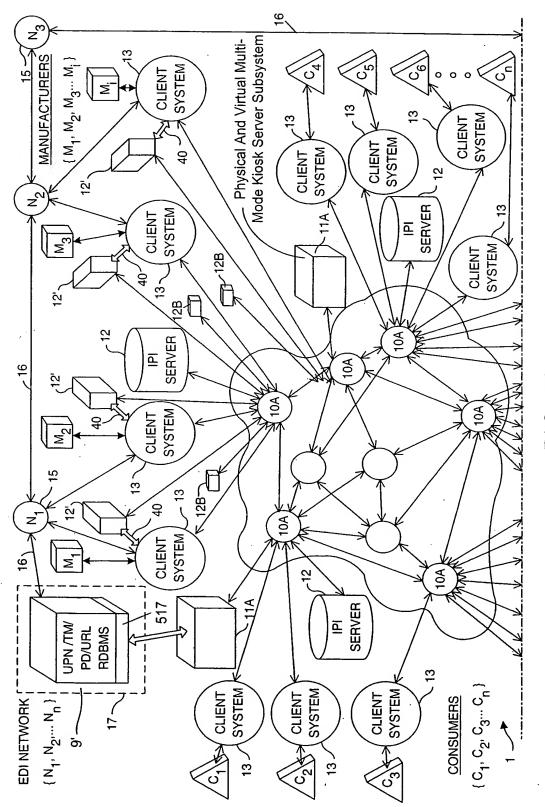
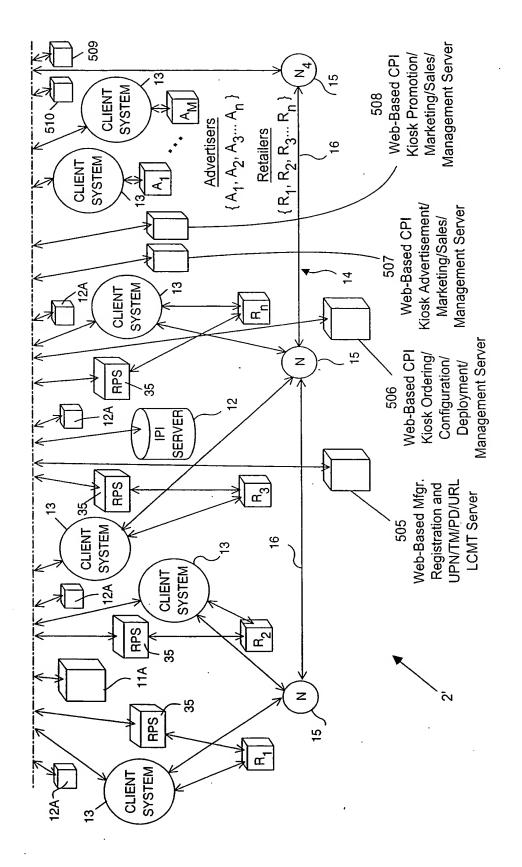


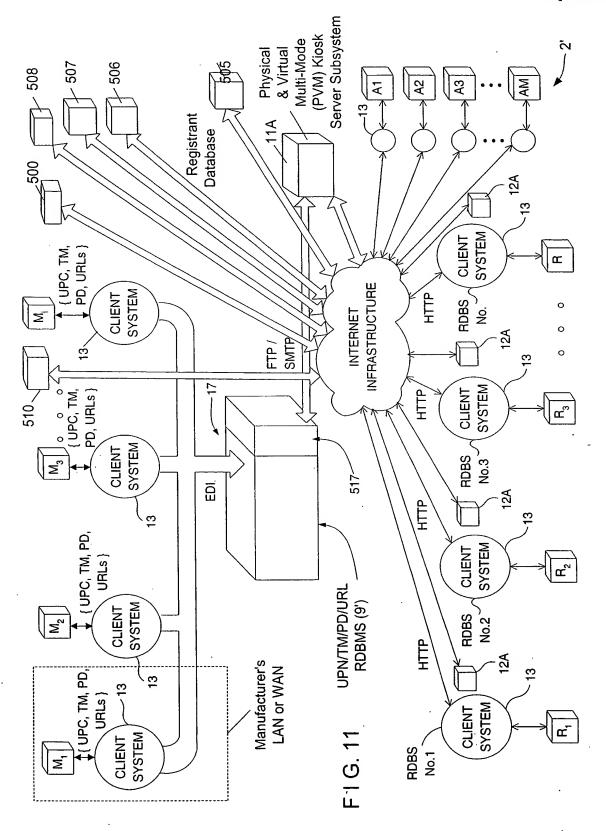
FIG. 9A

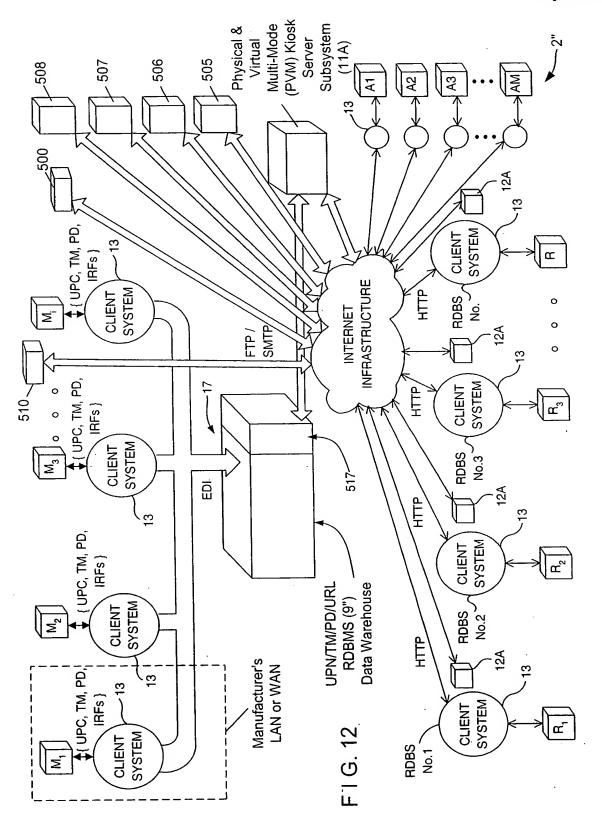


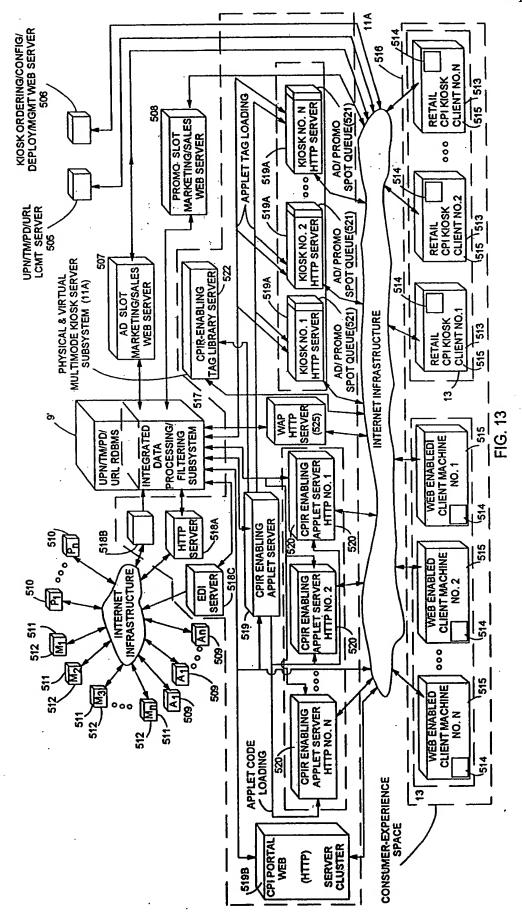
FI.G. 10A1



F1G. 10A2







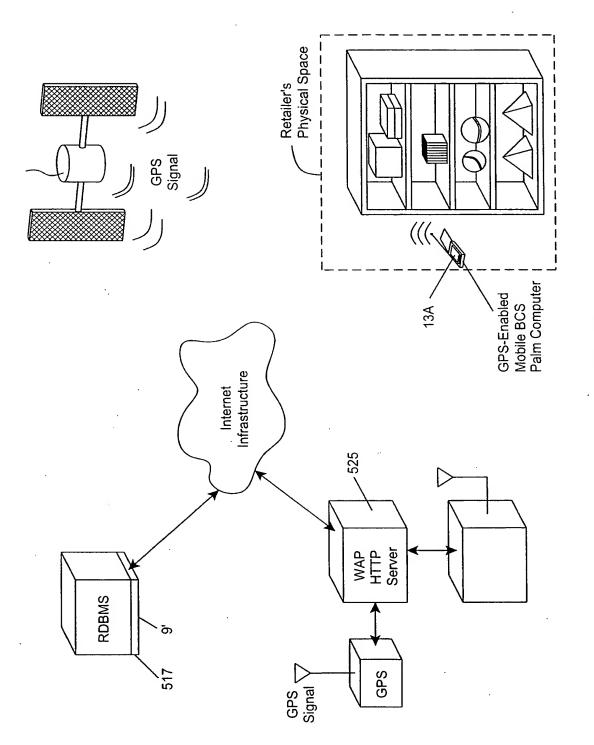


FIG. 14

| Company Name | Alpha 20 | Enterable; Modifiable |
|---------------------------------|----------|-----------------------|
| Street Address | Alpha 20 | Enterable; Modifiable |
| City | Alpha 20 | Enterable; Modifiable |
| State | Alpha 20 | Enterable; Modifiable |
| Postal Code | Alpha 20 | Enterable; Modifiable |
| Country | Alpha 20 | Enterable; Modifiable |
| MIN Assigned by UCC/EAN | Alpha 20 | Enterable; Modifiable |
| URL of Mfgr. WWW Site | Alpha 20 | Enterable; Modifiable |
| Phone Number | Alpha 20 | Enterable; Modifiable |
| E-Mail Address | Alpha 20 | Enterable; Modifiable |
| Fax Number | Alpha 20 | Enterable; Modifiable |
| Standard Industry Codes (SIC) | Alpha 20 | Enterable; Modifiable |
| Marketing Executive Identity | Alpha 20 | Enterable; Modifiable |
| Marketing Executive Phone No. | Alpha 20 | Enterable; Modifiable |
| Marketing Executive E-Mail | Alpha 20 | Enterable; Modifiable |
| UPN/URL Management SW Installed | Alpha 20 | Enterable; Modifiable |
| UPC Management SW for EDI B2B | Alpha 20 | Enterable; Modifiable |
| UPC Service Bureau Employed | Alpha 20 | Enterable; Modifiable |
| UPC Service Bureau Contact | Alpha 20 | Enterable; Modifiable |
| UPC Service Bureau Phone Number | Alpha 20 | Enterable; Modifiable |
| UPC Service Bureau E-Mail | Alpha 20 | Enterable; Modifiable |
| EDI Vender Employed | Alpha 20 | Enterable; Modifiable |
| EDI Vender Contact Person | Alpha 20 | Enterable; Modifiable |
| EDI Vender Phone Number | Alpha 20 | Enterable; Modifiable |
| EDI Vender E-Mail Address | Alpha 20 | Enterable; Modifiable |
| EDI Service Bureau Employed | Alpha 20 | Enterable; Modifiable |
| EDI Service Bureau Contact | Alpha 20 | Enterable; Modifiable |
| EDI Service Bureau Phone Number | Alpha 20 | Enterable; Modifiable |
| EDI Service Bureau E-Mail | Alpha 20 | Enterable; Modifiable |
| Number of UPC/URL SW Licenses | Alpha 20 | Enterable; Modifiable |
| UPN/URL Mngt. SW License Total | Alpha 20 | Enterable; Modifiable |
| Total Number of UPC Numbers | Alpha 20 | Enterable; Modifiable |
| Date of UPC Number Accounting | Alpha 20 | Enterable; Modifiable |
| Annual UPC/URL Mngt. SW Fee Due | Alpha 20 | Enterable; Modifiable |
| Date of UPC/URL SW Fee Payment | Alpha 20 | Enterable; Modifiable |
| UPC/URL SW Fee Agent | Alpha 20 | Enterable; Modifiable |
| UPC/URL SW Fee Agent Phone | Alpha 20 | Enterable; Modifiable |
| UPC/URL SW Fee Agent E-Mail | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15A

| Structure: UPN/URL Management SW License | | |
|--|--|---|
| MIN Assigned by UCC/EAN Version of UPN/URL Mgmt. SW Number of Licenses Granted UPN/URL Mgmt. SW License Keys UPN/URL Mgmt. SW Acct. Number UPN/URL Mgmt. SW Acct. Rep UPN/URL Mgmt. SW Download Date | Alpha 20 Alpha 20 Alpha 20 Alpha 20 Alpha 20 Alpha 20 Alpha 20 | Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15B

| MIN Assigned by UCC/EAN | Alpha 20 | Enterable; Modifiable |
|---------------------------------|----------|-----------------------|
| Assigned UPN (UPC or UPC/EAN) | Alpha 20 | Enterable; Modifiable |
| UPN Symbology Type | Alpha 20 | Enterable; Modifiable |
| Primary Trademark/Brand | Alpha 20 | Enterable; Modifiable |
| Secondary Trademark/Brand | Alpha 20 | Enterable; Modifiable |
| Product Description | Alpha 20 | Enterable; Modifiable |
| Cash Register Short Description | Alpha 20 | Enterable; Modifiable |
| Cash Register Description | Alpha 20 | Enterable; Modifiable |
| Model Number | Alpha 20 | Enterable; Modifiable |
| Package Type | Alpha 20 | Enterable; Modifiable |
| Labeling Language | Alpha 20 | Enterable; Modifiable |
| URL Marking on Package | Alpha 20 | Enterable; Modifiable |
| Service Phone Number on Package | Alpha 20 | Enterable; Modifiable |
| Brand Manager Identity | Alpha 20 | Enterable; Modifiable |
| Brand Manager Phone Number | Alpha 20 | Enterable; Modifiable |
| Brand Manager E-Mail Address | Alpha 20 | Enterable; Modifiable |
| Product Manager Identity | Alpha 20 | Enterable; Modifiable |
| Product Manager Phone Number | Alpha 20 | Enterable; Modifiable |
| Product Manager E-Mail Address | Alpha 20 | Enterable; Modifiable |
| Trademark Notice on Package | Alpha 20 | Enterable; Modifiable |
| Copyright Notice on Package | Alpha 20 | Enterable; Modifiable |
| Patent Notice on Package | Alpha 20 | Enterable; Modifiable |
| URL for Primary TM Image | Alpha 20 | Enterable; Modifiable |
| URL for Secondary Image | Alpha 20 | Enterable; Modifiable |
| Effective Change Date | Alpha 20 | Enterable; Modifiable |
| System Last Updated | Alpha 20 | Enterable; Modifiable |
| Release Date | Alpha 20 | Enterable; Modifiable |
| Public Release Date | Alpha 20 | Enterable; Modifiable |
| End Availability Date | Alpha 20 | Enterable; Modifiable |

| | 41.1.00 | E-touchte Madicalia |
|-----------------------------------|----------|-----------------------|
| Assigned UPN | Alpha 20 | Enterable; Modifiable |
| URL for Product Description | Alpha 20 | Enterable; Modifiable |
| URL for Product Instructions | Alpha 20 | Enterable; Modifiable |
| URL for Product Oper. Manual | Alpha 20 | Enterable; Modifiable |
| URL for Orig. Warranty Service | Alpha 20 | Enterable; Modifiable |
| URL for Extended Warranty Service | Alpha 20 | Enterable; Modifiable |
| URL for 1st Ad on WWW | Alpha 20 | Enterable; Modifiable |
| URL for 2nd Ad on WWW | Alpha 20 | Enterable; Modifiable |
| URL for 3rd Ad on WWW | Alpha 20 | Enterable; Modifiable |
| URL for 4th Ad on WWW | Alpha 20 | Enterable; Modifiable |
| URL for 5th Ad on WWW | Alpha 20 | Enterable; Modifiable |
| URL for 1st Product Review | Alpha 20 | Enterable; Modifiable |
| URL for 2nd Product Review | Alpha 20 | Enterable; Modifiable |
| URL for 3rd Product Review | Alpha 20 | Enterable; Modifiable |
| URL for 4th Product Review | Alpha 20 | Enterable; Modifiable |
| URL for 5th Product Review | Alpha 20 | Enterable; Modifiable |
| URL for 1st Product Endorsement | Alpha 20 | Enterable; Modifiable |
| URL for 2nd Product Endorsement | Alpha 20 | Enterable; Modifiable |
| URL for 3rd Product Endorsement | Alpha 20 | Enterable; Modifiable |
| URL for 4th Product Endorsement | Alpha 20 | Enterable; Modifiable |
| URL for 5th Product Endorsement | Alpha 20 | Enterable; Modifiable |
| URL for Mfgr. Service Request | Alpha 20 | Enterable; Modifiable |
| URL for Product Returns to Mfgr. | Alpha 20 | Enterable; Modifiable |
| URL for Product News | Alpha 20 | Enterable; Modifiable |
| URL for Company News | Alpha 20 | Enterable; Modifiable |
| URL for FAQs about Product | Alpha 20 | Enterable; Modifiable |
| URL for Customer Service Line 1 | Alpha 20 | Enterable; Modifiable |
| URL for Customer Service Line 2 | Alpha 20 | Enterable; Modifiable |
| URL for Mfgr. Promotion # 1 | Alpha 20 | Enterable; Modifiable |
| URL for Mfgr. Promotion # 2 | Alpha 20 | Enterable; Modifiable |
| URL for Mfgr. Promotion # 3 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion # 1 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion # 2 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion # 3 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion # 4 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion # 5 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion # 6 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion # 7 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion # 8 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion # 9 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion # 10 | Alpha 20 | Enterable; Modifiable |
| | | |

| URL for Direct Mfgr. Purchase | Alpha 20 | Enterable; Modifiable |
|------------------------------------|----------|-----------------------|
| URL for Dealer Location in USA | Alpha 20 | Enterable; Modifiable |
| URL for Product Wholesaler # 1 | Alpha 20 | Enterable; Modifiable |
| URL for Product Wholesaler # 2 | Alpha 20 | Enterable; Modifiable |
| URL for Product Wholesaler # 3 | Alpha 20 | Enterable; Modifiable |
| URL for Product Wholesaler # 4 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 1 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 2 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 3 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 4 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 5 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 6 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 7 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 8 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 9 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 10 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 11 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 12 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 13 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 14 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 15 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 16 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 17 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 18 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 19 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 20 | Alpha 20 | Enterable; Modifiable |
| URL for Complimentary Product 1 | Alpha 20 | Enterable; Modifiable |
| URL for Complimentary Product 2 | Alpha 20 | Enterable; Modifiable |
| URL for Complimentary Product 3 | Alpha 20 | Enterable; Modifiable |
| URL for Complimentary Product 4 | Alpha 20 | Enterable; Modifiable |
| URL for Complimentary Product 5 | Alpha 20 | Enterable; Modifiable |
| URL for Special Product Notices | Alpha 20 | Enterable; Modifiable |
| URL for Product Uses | Alpha 20 | Enterable; Modifiable |
| URL for Product Recreations | Alpha 20 | Enterable; Modifiable |
| URL for Mfgr. Affiliate # 1 | Alpha 20 | Enterable; Modifiable |
| URL for Mfgr. Affiliate # 2 | Alpha 20 | Enterable; Modifiable |
| URL for Mfgr. Affiliate # 3 | Alpha 20 | Enterable; Modifiable |
| URL for Mfgr. Affiliate # 4 | Alpha 20 | Enterable; Modifiable |
| URL for Mfgr. Affiliate # 5 | Alpha 20 | Enterable; Modifiable |
| URL for Product Updates | Alpha 20 | Enterable; Modifiable |
| URL for Software Downloads | Alpha 20 | Enterable; Modifiable |
| URL for MfgrSponsored Auctions | Alpha 20 | Enterable; Modifiable |
| URL for RtlrSponsored Auctions | Alpha 20 | Enterable; Modifiable |
| URL for Mfgr. Suggested Rtl. Price | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |
| | | |

| Structure: Retailer | | |
|-------------------------------|----------|-----------------------|
| Company Name | Alpha 20 | Enterable; Modifiable |
| Street Address | Alpha 20 | Enterable; Modifiable |
| City | Alpha 20 | Enterable; Modifiable |
| State | Alpha 20 | Enterable; Modifiable |
| Postal Code | Alpha 20 | Enterable; Modifiable |
| Country | Alpha 20 | Enterable; Modifiable |
| Retailer ID No. | Alpha 20 | Enterable; Modifiable |
| Contact Person | Alpha 20 | Enterable; Modifiable |
| Phone Number | Alpha 20 | Enterable; Modifiable |
| E-Mail Address | Alpha 20 | Enterable; Modifiable |
| Fax Number | Alpha 20 | Enterable; Modifiable |
| URL of Retailer WWW Site | Alpha 20 | Enterable; Modifiable |
| Purchasing Director Identity | Alpha 20 | Enterable; Modifiable |
| Purchasing Director Phone | Alpha 20 | Enterable; Modifiable |
| Purchasing Director E-Mail | Alpha 20 | Enterable; Modifiable |
| UPC Catalog Provider | Alpha 20 | Enterable; Modifiable |
| UPC Catalog Provider Contact | Alpha 20 | Enterable; Modifiable |
| UPC Catalog Provider Phone | Alpha 20 | Enterable; Modifiable |
| UPC Calalog Provider E-Mail | Alpha 20 | Enterable; Modifiable |
| EDI B2B Enabler | Alpha 20 | Enterable; Modifiable |
| EDI B2B Enabler Contact | Alpha 20 | Enterable; Modifiable |
| EDI B2B Enabler Phone | Alpha 20 | Enterable; Modifiable |
| EDI B2B Enabler E-Mail | Alpha 20 | Enterable; Modifiable |
| EDI Vender | Alpha 20 | Enterable; Modifiable |
| EDI Vender Contact Identity | Alpha 20 | Enterable; Modifiable |
| EDI Vender Phone | Alpha 20 | Enterable; Modifiable |
| EDI Vender E-mail | Alpha 20 | Enterable; Modifiable |
| Marketing Manager | Alpha 20 | Enterable; Modifiable |
| Total Number of Retail Stores | Alpha 20 | Enterable, Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15E

| Structure: Retailer/Mfgr | P-Store Re | lation |
|-----------------------------|------------|-----------------------|
| Retail P-Store ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer # 1 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer # 2 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer # 3 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer # 4 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer # 5 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer # 6 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer # 7 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer # 8 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer # 9 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer # 10 ID No. | Alpha 20 | Enterable; Modifiable |
| Total # Mfgr. Relationships | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15F

| Structure: Mfgr./Retailer Relationships | | |
|---|----------|-----------------------|
| MIN Assigned By UCC/EAN | Alpha 20 | Enterable; Modifiable |
| Retailer # 1 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer # 2 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer # 3 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer # 4 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer # 5 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer # 6 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer # 7 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer # 8 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer # 9 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer # 10 ID No. | Alpha 20 | Enterable; Modifiable |
| Total # Retailer Relationships | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15G

| Structure: Consumer | | |
|----------------------------------|----------|-----------------------|
| Consumer Name | Alpha 20 | Enterable; Modifiable |
| Consumer ID No. | Alpha 20 | Enterable; Modifiable |
| E-Mail Address | Alpha 20 | Enterable; Modifiable |
| Street Address | Alpha 20 | Enterable; Modifiable |
| City | Alpha 20 | Enterable; Modifiable |
| State | Alpha 20 | Enterable; Modifiable |
| Postal Code | Alpha 20 | Enterable; Modifiable |
| Phone Number | Alpha 20 | Enterable; Modifiable |
| Shopped at Retail Store ID Nos. | Alpha 20 | Enterable; Modifiable |
| Shopped at Retailer Store ID No. | Alpha 20 | Enterable; Modifiable |
| Consumer Index 1 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 2 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 3 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 4 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 5 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 6 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 7 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 8 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 9 | Alpha 20 | Enterable; Modifiable |
| Credit Card Nos. | Alpha 20 | Enterable; Modifiable |

FIG. 15H

| Structure: Advertiser | | |
|--------------------------------|----------|-----------------------|
| Advertiser Name | Alpha 20 | Enterable; Modifiable |
| Street Address | Alpha 20 | Enterable; Modifiable |
| City | Alpha 20 | Enterable; Modifiable |
| State | Alpha 20 | Enterable; Modifiable |
| Postal Code | Alpha 20 | Enterable; Modifiable |
| Contact Person | Alpha 20 | Enterable; Modifiable |
| Phone Number | Alpha 20 | Enterable; Modifiable |
| E-Mail Address | Alpha 20 | Enterable; Modifiable |
| Fax Number | Alpha 20 | Enterable; Modifiable |
| Advertiser ID No. | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfgr. # 1 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfgr. # 2 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfgr. # 3 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfgr. # 4 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfgr. # 5 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfgr. # 6 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfgr. # 7 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfgr. # 8 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfgr. # 9 | Alpha 20 | Enterable; Modifiable |
| Total # Mfgr. Agency Relations | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer # 1 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer # 2 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer # 3 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer # 4 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer # 5 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer # 6. | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer # 7 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer # 8 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer # 9 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer # 10 | Alpha 20 | Enterable; Modifiable |
| Total # Rtlr. Agency Relations | Alpha 20 | Enterable, Modifiable |
| URL for Advertiser WWW Site | Alpha 20 | Enterable; Modifiable |
| Advertiser Network Acct. No. | Alpha 20 | Enterable; Modifiable |
| Advertiser Network Password | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 151

| Structure: Promoter . | | |
|--------------------------------|----------|-----------------------|
| Promoter Name | Alpha 20 | Enterable; Modifiable |
| Street Address | Alpha 20 | Enterable; Modifiable |
| City | Alpha 20 | Enterable; Modifiable |
| State | Alpha 20 | Enterable; Modifiable |
| Postal Code | Alpha 20 | Enterable; Modifiable |
| Contact Person | Alpha 20 | Enterable; Modifiable |
| Phone Number | Alpha 20 | Enterable; Modifiable |
| E-Mail Address | Alpha 20 | Enterable; Modifiable |
| Fax Number | Alpha 20 | Enterable; Modifiable |
| Promoter ID No. | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. # 1 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. # 2 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. # 3 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. # 4 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. # 5 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. # 6 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. # 7 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. # 8 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. # 9 | Alpha 20 | Enterable; Modifiable |
| Total # Mfgr. Agency Relations | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Rtlr. # 1 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Rtlr. # 2 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Rtlr. # 3 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Rtlr. # 4 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Rtlr. # 5 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Rtlr. # 6 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Rtlr. # 7 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Rtlr. # 8 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Rtlr. # 9 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Rtlr. # 10 | Alpha 20 | Enterable; Modifiable |
| Total # Rtlr. Agency Relations | Alpha 20 | Enterable; Modifiable |
| URL for Promoter WWW Site | Alpha 20 | Enterable; Modifiable |
| Promoter Network Acct. No. | Alpha 20 | Enterable; Modifiable |
| Promoter Network Password | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

| Structure: Physical Kiosk | | |
|---------------------------------|----------|-----------------------|
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Retail P-Store ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk HTTP Server URL | Alpha 20 | Enterable; Modifiable |
| Assigned Static IP Address | Alpha 20 | Enterable; Modifiable |
| P-Kiosk Aisle/Shelf Location | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Access Password | Alpha 20 | Enterable; Modifiable |
| CPI Request Service Status | Alpha 20 | Enterable; Modifiable |
| Ad Display Service Status | Alpha 20 | Enterable; Modifiable |
| Promotion Service Status | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 1 | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 2 | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 3 | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 4 | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 5 | Alpha 20 | Enterable; Modifiable |
| Status of Retailer's MIN Filter | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Mon. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Tues. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Wed. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Thurs. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Fri. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Sat. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Sun. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Promo on Mon. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Promo on Tues. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Promo on Wed. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Promo on Thur. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Promo on Fri. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Promo on Sat. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Promo on Sun. | Alpha 20 | Enterable; Modifiable |
| CPIR Request Service GUI Type | Alpha 20 | Enterable; Modifiable |
| Ad Display Service GUI Type | Alpha 20 | Enterable; Modifiable |
| Promo Service GUI Type | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | | |

FIG. 15K

| Structure: Retailer Physical Store | | |
|------------------------------------|----------|-----------------------|
| Retailer ID No. | Alpha 20 | Enterable; Modifiable |
| Address | Alpha 20 | Enterable; Modifiable |
| City | Alpha 20 | Enterable; Modifiable |
| State | Alpha 20 | Enterable; Modifiable |
| Postal Code | Alpha 20 | Enterable; Modifiable |
| Country | Alpha 20 | Enterable; Modifiable |
| Retail P-Store ID No. | Alpha 20 | Enterable; Modifiable |
| Store Manager Identity | Alpha 20 | Enterable; Modifiable |
| Store Manager Phone | Alpha 20 | Enterable; Modifiable |
| Store Manager E-Mail | Alpha 20 | Enterable; Modifiable |
| Regional Manager Identity | Alpha 20 | Enterable; Modifiable |
| Regional Manager Phone | Alpha 20 | Enterable; Modifiable |
| Regional Manager E-Mail | Alpha 20 | Enterable; Modifiable |
| Number of Store Aisles | Alpha 20 | Enterable; Modifiable |
| Number of Floors | Alpha 20 | Enterable; Modifiable |
| Floor Plan Diagrams | Alpha 20 | Enterable; Modifiable |
| Product Catagory/Shelf Maps | Alpha 20 | Enterable; Modifiable |
| Available Internet Connectivity | Alpha 20 | Enterable; Modifiable |
| Retailer/Manufacturer Relations | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15L

| Structure: Physical Kiosk HTTP Server | | | |
|---|--|--|--|
| Physical Kiosk HTTP Server URL Alpha 20 Enterable; Modifiable | | | |
| Physical Kiosk HTTP Server Log Alpha 20 Enterable; Modifiable | | | |
| Physical Kiosk ID No. Alpha 20 Enterable; Modifiable | | | |
| Date of Record Update Alpha 20 Enterable; Modifiable | | | |

FIG. 15M

| Structure: Retailer's Physical Kiosk Cat. | | |
|---|----------|-----------------------|
| Retail P-Store ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 1 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 2 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 3 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 4 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 5 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 6 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 7 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 8 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 9 | Alpha 20 | Enterable; Modifiable |
| Total # of Physical Kiosks | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15N

| Structure: Physical Kiosk E-Mail | | |
|----------------------------------|----------|-----------------------|
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk E-Mail Log | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 150

| Structure: Physical Kiosk User Activity | | |
|---|----------|-----------------------|
| Date(s) of Activity Measurement | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Number of HTML Pages Accessed | Alpha 20 | Enterable; Modifiable |
| Number of UPC Requests at Kiosk | Alpha 20 | Enterable; Modifiable |
| Different HTML Pages Served-Up | Alpha 20 | Enterable; Modifiable |
| Outgoing E-mail Transmissions | Alpha 20 | Enterable; Modifiable |
| System Mode Transitions | Alpha 20 | Enterable; Modifiable |
| E-Commerce Transactions Made | Alpha 20 | Enterable; Modifiable |
| Number of UPC Requests at Kiosk | Alpha 20 | Enterable; Modifiable |
| Date Of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15P

| Structure: Ad Spot Order-Virtual Kiosk | | |
|--|----------|-----------------------|
| UPN of Advertised Product | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Scheduled Date of Ad Spot | Alpha 20 | Enterable; Modifiable |
| Advertiser Placing Order | Alpha 20 | Enterable; Modifiable |
| Date of Ad Spot Order | Alpha 20 | Enterable; Modifiable |
| Advertiser ID No. | Alpha 20 | Enterable; Modifiable |
| Cost of Ad Spot | Alpha 20 | Enterable; Modifiable |
| URL of Advertisement Spot | Alpha 20 | Enterable; Modifiable |
| Time Duration of Ad Spot | Alpha 20 | Enterable; Modifiable |
| Copyright Owner of Advertisement | Alpha 20 | Enterable; Modifiable |
| Ordered Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| File Format of Advertisement | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. | Alpha 20 | Enterable; Modifiable |
| Actual Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| Actual Number of Interruptions | Alpha 20 | Enterable; Modifiable |
| Ad Spot Cost | Alpha 20 | Enterable; Modifiable |
| Date of Ad Payment | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15Q

| Structure: Ad Spot Order-Physical Kiosk | | |
|---|----------|-----------------------|
| UPN of Advertised Product | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Scheduled Date of Ad Spot | Alpha 20 | Enterable; Modifiable |
| Advertiser Placing Order | Alpha 20 | Enterable; Modifiable |
| Date of Ad Campaign | Alpha 20 | Enterable; Modifiable |
| Advertiser ID No. | Alpha 20 | Enterable; Modifiable |
| Cost Ad Spot | Alpha 20 | Enterable; Modifiable |
| URL Of Advertisement Spot | Alpha 20 | Enterable; Modifiable |
| Time Duration of Ad Spot | Alpha 20 | Enterable; Modifiable |
| Copyright Owner Of Advertisement | Alpha 20 | Enterable; Modifiable |
| Ordered Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| File Format of Advertisement | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Ad Spot ID No. | Alpha 20 | Enterable; Modifiable |
| Actual Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| Actual Number of Interruptions | Alpha 20 | Enterable; Modifiable |
| Ad Spot Payment | Alpha 20 | Enterable; Modifiable |
| Date of Ad Spot Payment | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15R

| Structure: Promo Spot Order-Physical Kiosk | | |
|--|----------|-----------------------|
| UPN of Promoted Product | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Scheduled Date of Promo Spot | Alpha 20 | Enterable; Modifiable |
| Promoter Placing Order | Alpha 20 | Enterable; Modifiable |
| Date of Promo Campaign | Alpha 20 | Enterable; Modifiable |
| Promoter ID No. | Alpha 20 | Enterable; Modifiable |
| URL Of Promotional Ad in DF1 | Alpha 20 | Enterable; Modifiable |
| Promotional Message In DF2 | Alpha 20 | Enterable; Modifiable |
| Promotional Message In DF3 | Alpha 20 | Enterable; Modifiable |
| Promotional Message In DF4 | Alpha 20 | Enterable; Modifiable |
| Promotional Message In DF5 | Alpha 20 | Enterable; Modifiable |
| Time Duration of Promotion Spot | Alpha 20 | Enterable; Modifiable |
| Copyright Owner Of Promo Ad | Alpha 20 | Enterable; Modifiable |
| Ordered Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| File Format of Promotional Ad | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. | Alpha 20 | Enterable; Modifiable |
| Actual Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| Actual Number of Interruptions | Alpha 20 | Enterable; Modifiable |
| Cost of Promo Spot | Alpha 20 | Enterable; Modifiable |
| Promo Spot Payment | Alpha 20 | Enterable; Modifiable |
| Date of Promo Spot Payment | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15S

| Structure: Physical Kiosk Ad Campaign | | |
|---------------------------------------|----------|-----------------------|
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Date of Ad Campaign | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No. 1 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No. 2 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No. 3 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No. 4 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No. 5 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No. 6 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No. 7 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No. 8 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No. 9 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No. 10 | Alpha 20 | Enterable; Modifiable |
| Total Ad Spots Ordered On Kiosk | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15T

| Structure: Physical Kiosk Promo Campaign | | |
|--|----------|-----------------------|
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Date of Promo Campaign | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. 1 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. 2 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. 3 | Alpha 20 | Enterable, Modifiable |
| Physical Kiosk Promo Spot ID No. 4 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. 5 | Alpha 20 | Enterable, Modifiable |
| Physical Kiosk Promo Spot ID No. 6 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. 7 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. 8 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. 9 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. 10 | Alpha 20 | Enterable; Modifiable |
| Total Ad Spots Ordered | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15U

| Structure: Virtual Kiosk | | |
|--|----------|-----------------------|
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Retail P-Store or E-Store ID No. | Alpha 20 | Enterable; Modifiable |
| Type of Virtual Kiosk | Alpha 20 | Enterable; Modifiable |
| CPIR-Enabling Applet ID No. | Alpha 20 | Enterable; Modifiable |
| Licensed Internet Domain | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Licensee (i.e. Retailer, Mfgr., et al) | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Enabling Password | Alpha 20 | Enterable; Modifiable |
| E-Store Web-Page Location | Alpha 20 | Enterable; Modifiable |
| CPI Request Service Status | Alpha 20 | Enterable; Modifiable |
| Ad Display Service Status | Alpha 20 | Enterable; Modifiable |
| Promotion Service Status | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 1 | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 2 | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 3 | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 4 | Alpha 20 | Enterable; Modifiable |
| Status of Retailer MIN Filter | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Mon. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Tues. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Wed. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Thurs. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Fri. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Sat. | Alpha 20 | Enterable, Modifiable |
| Cost of Kiosk Ad Spot on Sun. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Promo Spot on Mon. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Promo Spot on Tue. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Promo Spot on Wed. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Promo Spot on Thu. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Promo Spot on Fri. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Promo Spot on Sat. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Promo Spot on Sun. | Alpha 20 | Enterable; Modifiable |
| URL Accessing Virtual Kiosk | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15V

| Structure: CPIR-Enabling Applet | | |
|---------------------------------|----------|-----------------------|
| CPIR-Enabling Applet ID No. | Alpha 20 | Enterable; Modifiable |
| Type of CPIR-Enabling Applet | Alpha 20 | Enterable; Modifiable |
| URL of CPIR-Enabling Applet BC | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Server Log | | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15W

| Structure: Retailer E-Store | | |
|--------------------------------|----------|-----------------------|
| Retailer ID No. | Alpha 20 | Enterable; Modifiable |
| Address | Alpha 20 | Enterable; Modifiable |
| City | Alpha 20 | Enterable; Modifiable |
| State | Alpha 20 | Enterable; Modifiable |
| Postal Code | Alpha 20 | Enterable; Modifiable |
| Country | Alpha 20 | Enterable; Modifiable |
| Retail E-Store ID No. | Alpha 20 | Enterable; Modifiable |
| E-Store Manager Identity | Alpha 20 | Enterable; Modifiable |
| E-Store Manager Phone | Alpha 20 | Enterable; Modifiable |
| E-Store Manager E-Mail | Alpha 20 | Enterable; Modifiable |
| E-Store WWW Site Map | Alpha 20 | Enterable; Modifiable |
| Retailer/Manfacturer Relations | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15X

| Structure: Retailer's Virtual Kiosk Cat. | | |
|--|----------|-----------------------|
| Retail P-Store ID No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 1 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 2 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 3 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 4 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 5 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 6 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 7 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 8 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 9 | Alpha 20 | Enterable; Modifiable |
| Total # of Virtual Kiosks | Alpha 20 | Enterable; Modifiable |
| Retailer ID No. | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15Y

| Structure: Virtual Kiosk E-Mail | | |
|--|----------------------|---|
| Virtual Kiosk ID No. Virtual Kiosk E-Mail Log | Alpha 20 Alpha 20 | Enterable; Modifiable Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15Z

| Structure: Virtual Kiosk User Activity | | |
|--|----------|-----------------------|
| Date(s) of Activity Measurement | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Number of HTML Pages Accessed | Alpha 20 | Enterable; Modifiable |
| Number of UPC Requests at Kiosk | Alpha 20 | Enterable; Modifiable |
| Number of Trademark Requests | Alpha 20 | Enterable; Modifiable |
| Different HTML Pages Served-Up | Alpha 20 | Enterable; Modifiable |
| Outgoing E-mail Transmissions | Alpha 20 | Enterable; Modifiable |
| System Mode Transitions | Alpha 20 | Enterable; Modifiable |
| E-Commerce Transactions Made | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15AA

| Structure: Promo Spot Order- Virtual Kiosk | | |
|--|----------|-----------------------|
| UPN of Promoted Product | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Scheduled Date of Promo Spot | Alpha 20 | Enterable; Modifiable |
| Promoter Placing Order | Alpha 20 | Enterable; Modifiable |
| Dated Promo Spot Order | Alpha 20 | Enterable; Modifiable |
| Promoter ID No. | Alpha 20 | Enterable; Modifiable |
| URL of Promotional Ad In DF1 | Alpha 20 | Enterable; Modifiable |
| Promotional Message In DF2 | Alpha 20 | Enterable; Modifiable |
| Promotional Message In DF3 | Alpha 20 | Enterable; Modifiable |
| Promotional Message In DF4 | Alpha 20 | Enterable; Modifiable |
| Promotional Message In DF5 | Alpha 20 | Enterable; Modifiable |
| Time Duration of Promotion Spot | Alpha 20 | Enterable; Modifiable |
| Copyright Owner of Promo Ad | Alpha 20 | Enterable; Modifiable |
| Ordered Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| File Format of Promotional Ad | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. | Alpha 20 | Enterable; Modifiable |
| Actual Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| Actual Number of Interruptions | Alpha 20 | Enterable; Modifiable |
| Cost Of Promo Spot | Alpha 20 | Enterable; Modifiable |
| Promo Cost Payment | Alpha 20 | Enterable; Modifiable |
| Date of Promo Payment | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15BB

| Structure: Virtual Kiosk Promo Campaign | | |
|---|----------|-----------------------|
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Date of Promo Campaign | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. 1 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. 2 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. 3 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. 4 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. 5 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. 6 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. 7 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. 8 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. 9 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. 10 | Alpha 20 | Enterable; Modifiable |
| Total Promo Spot Ordered | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15CC

| Structure: Virtual Kiosk Ad Campaign | | |
|--------------------------------------|----------|-----------------------|
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Date of Ad Campaign | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 1 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 2 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 3 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 4 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 5 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 6 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 7 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 8 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 9 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 10 | Alpha 20 | Enterable; Modifiable |
| Total Ad Spots Ordered On Kiosk | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15DD

| Structure: Ad Credit- Physical Kiosk | | |
|--------------------------------------|----------|-----------------------|
| Advertiser ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Ad Spot ID No. | Alpha 20 | Enterable; Modifiable |
| UPN of Advertised Product | Alpha 20 | Enterable; Modifiable |
| URL of Interrupted Ad | Alpha 20 | Enterable; Modifiable |
| Date of Interruption | Alpha 20 | Enterable; Modifiable |
| Time of Interruption | Alpha 20 | Enterable; Modifiable |
| UPN of Interrupting Product | Alpha 20 | Enterable; Modifiable |
| Amount of Ad Credit | Alpha 20 | Enterable; Modifiable |
| Date of Record Creation | Alpha 20 | Enterable; Modifiable |

FIG. 15EE

| Structure: Ad Credit- Virtual Kiosk | | |
|-------------------------------------|----------|-----------------------|
| Advertiser ID No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. | Alpha 20 | Enterable; Modifiable |
| URL of Advertised Product | Alpha 20 | Enterable; Modifiable |
| URL of Interrupted Ad | Alpha 20 | Enterable; Modifiable |
| Date of Interruption | Alpha 20 | Enterable; Modifiable |
| Time of Interruption | Alpha 20 | Enterable; Modifiable |
| UPN of Interrupting Product | Alpha 20 | Enterable; Modifiable |
| Amount of Ad Credit | Alpha 20 | Enterable; Modifiable |
| Date of Record Creation | Alpha 20 | Enterable; Modifiable |

FIG. 15FF

| Structure: Promo Credit- Physical Kiosk | | |
|---|----------|-----------------------|
| Advertiser ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. | Alpha 20 | Enterable; Modifiable |
| UPN of Advertised Product | Alpha 20 | Enterable; Modifiable |
| URL of Interrupted Ad | Alpha 20 | Enterable; Modifiable |
| Date of Interruption | Alpha 20 | Enterable; Modifiable |
| Time of Interruption | Alpha 20 | Enterable; Modifiable |
| UPN of Interrupting Product | Alpha 20 | Enterable; Modifiable |
| Amount of Promo Credit | Alpha 20 | Enterable; Modifiable |
| Date of Record Creation | Alpha 20 | Enterable; Modifiable |

FIG. 15GG

| Structure: Promo Credit- Virtual Kiosk | | |
|--|----------|-----------------------|
| Advertiser Identification No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. | Alpha 20 | Enterable; Modifiable |
| UPN of Advertised Product | Alpha 20 | Enterable; Modifiable |
| URL of Interrupted Ad . | Alpha 20 | Enterable, Modifiable |
| Date of Interruption | Alpha 20 | Enterable; Modifiable |
| Time of Interruption | Alpha 20 | Enterable; Modifiable |
| UPN of Interrupting Product | Alpha 20 | Enterable; Modifiable |
| Amount of Promo Credit | Alpha 20 | Enterable; Modifiable |
| Date of Record Creation | Alpha 20 | Enterable; Modifiable |

FIG. 15HH

| Structure: Purchase at Physical Store | | |
|---------------------------------------|----------|-----------------------|
| Retailer ID No. | Alpha 20 | Enterable; Modifiable |
| Retail P-Store ID No. | Alpha 20 | Enterable; Modifiable |
| UPN of Product Sold | Alpha 20 | Enterable; Modifiable |
| Date of Product Sale | Alpha 20 | Enterable; Modifiable |
| Time of Product Sale | Alpha 20 | Enterable; Modifiable |
| Price of Sold Product | Alpha 20 | Enterable; Modifiable |
| Customer ID No. | Alpha 20 | Enterable; Modifiable |
| Credit Card No. | Alpha 20 | Enterable; Modifiable |
| Retailer's Discount | Alpha 20 | Enterable; Modifiable |
| Mfgr's Promo Discount | Alpha 20 | Enterable; Modifiable |
| URL of Promo Advertisement | Alpha 20 | Enterable; Modifiable |
| Date of Record Creation | Alpha 20 | Enterable; Modifiable |

FIG. 1511

| Structure: Purchase at E-Store | | | | |
|--------------------------------|----------|-----------------------|--|--|
| Retailer ID No. | Alpha 20 | Enterable; Modifiable | | |
| Retail E-Store ID No. | Alpha 20 | Enterable; Modifiable | | |
| UPN of Product Sold | Alpha 20 | Enterable; Modifiable | | |
| Date of Product Sale | Alpha 20 | Enterable; Modifiable | | |
| Time of Product Sale | Alpha 20 | Enterable; Modifiable | | |
| Price of Sold Product | Alpha 20 | Enterable; Modifiable | | |
| Customer ID No. | Alpha 20 | Enterable; Modifiable | | |
| Credit Card No. | Alpha 20 | Enterable; Modifiable | | |
| Retailer's Promo Discount | Alpha 20 | Enterable; Modifiable | | |
| Mfgr's Promo Discount | Alpha 20 | Enterable; Modifiable | | |
| URL of Promo Advertisement | Alpha 20 | Enterable; Modifiable | | |
| Date of Record Creation | Alpha 20 | Enterable; Modifiable | | |

FIG. 15JJ

| Structure: Retailer/Mfgr. E-Store Relation | | | | |
|--|------------|-----------------------|--|--|
| Retailer E-Store ID No. | Alpha 20 | Enterable; Modifiable | | |
| Manufacturer # 1 ID No. | Alpha 20 | Enterable; Modifiable | | |
| Manufacturer # 2 ID No. | Alpha 20 | Enterable; Modifiable | | |
| Manufacturer # 3 ID No. | Alpha 20 | Enterable; Modifiable | | |
| Manufacturer # 4 ID No. | Alpha 20 | Enterable; Modifiable | | |
| Manufacturer # 5 ID No. | Alpha 20 | Enterable; Modifiable | | |
| Manufacturer # 6 ID No. | Alpha 20 | Enterable; Modifiable | | |
| Manufacturer # 7 ID No. | Alpha 20 | Enterable; Modifiable | | |
| Manufacturer # 8 ID No. | Alpha 20 | Enterable; Modifiable | | |
| Manufacturer # 9 ID No. | Alpha 20 | Enterable; Modifiable | | |
| Manufacturer # 10 ID No. | Alpha 20 | Enterable; Modifiable | | |
| Total # Mfgr. Relationships | Alpha | Enterable; Modifiable | | |
| Date of Record Update | 20Alpha 20 | Enterable; Modifiable | | |

FIG. 15KK

| Structure: Mfgr. Rights | | | | |
|------------------------------|----------|-----------------------|--|--|
| P-Kiosk Aisle/Shelf Location | Alpha 20 | Enterable; Modifiable | | |
| MIN of Mfgr. # 1 | Alpha 20 | Enterable; Modifiable | | |
| MIN of Mfgr. # 2 | Alpha 20 | Enterable; Modifiable | | |
| MIN of Mfgr. # 3 | Alpha 20 | Enterable; Modifiable | | |
| MIN of Mfgr. # 4 | Alpha 20 | Enterable; Modifiable | | |
| MIN of Mfgr. # 5 | Alpha 20 | Enterable; Modifiable | | |
| MIN of Mfgr. # 6 | Alpha 20 | Enterable; Modifiable | | |
| MIN of Mfgr. # 7 | Alpha 20 | Enterable; Modifiable | | |
| MIN of Mfgr. # 8 | Alpha 20 | Enterable; Modifiable | | |
| MIN of Mfgr. # 9 | Alpha 20 | Enterable; Modifiable | | |
| MIN of Mfgr. # 10 | Alpha 20 | Enterable; Modifiable | | |
| Date of Record Update | Alpha 20 | Enterable; Modifiable | | |

FIG. 15LL

| Structure: Mfgr. E-Store Web Page Rights | | | | |
|--|----------|-----------------------|--|--|
| E-Store Web Page Location | Alpha 20 | Enterable; Modifiable | | |
| MIN of Mfgr. # 1 | Alpha 20 | Enterable; Modifiable | | |
| MIN of Mfgr. # 2 | Alpha 20 | Enterable; Modifiable | | |
| MIN of Mfgr. # 3 | Alpha 20 | Enterable; Modifiable | | |
| MIN of Mfgr. # 4 | Alpha 20 | Enterable; Modifiable | | |
| MIN of Mfgr. # 5 | Alpha 20 | Enterable; Modifiable | | |
| MIN of Mfgr. # 6 | Alpha 20 | Enterable; Modifiable | | |
| MIN of Mfgr. # 7 | Alpha 20 | Enterable; Modifiable | | |
| MIN of Mfgr. # 8 | Alpha 20 | Enterable; Modifiable | | |
| Date of Record Update | Alpha 20 | Enterable; Modifiable | | |

(Mfgr's Virtual Shelf Rights Aisle)

FIG. 15MM

Modes Of Information Service In The CPI Link Creation, Management, And Transport Subsystem (501)

- Registration Of Manufacture/Creation Of Manufacturer Account
- Log-In By Manufacturer
- Download And Register UPN/TM/PD/URL Link
- Creation/Management/And Transport (LCMT) Software
- Installation And Set-Up UPN/TM/PD/URL LCMT Software Within Manufacturer's Enterprise
- · Selection And Customizing UPN/TM/PD/URL LCMT GUI Design-
 - · Manufacturer Customization Options;
 - Default CPI Categories For Linked URL,
 - Custom CPI Categories For Linked URL
- On-Line Training For UPN/TM/PD/URL LCMT Software
- Update Manufacturer Registration Information
- Certificate Of Manufacturer's Product Advertising Agents
- · Certificate Of Manufacturer's Product Promotional Agents

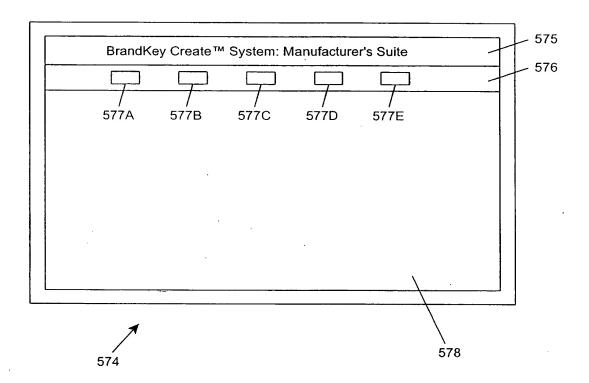
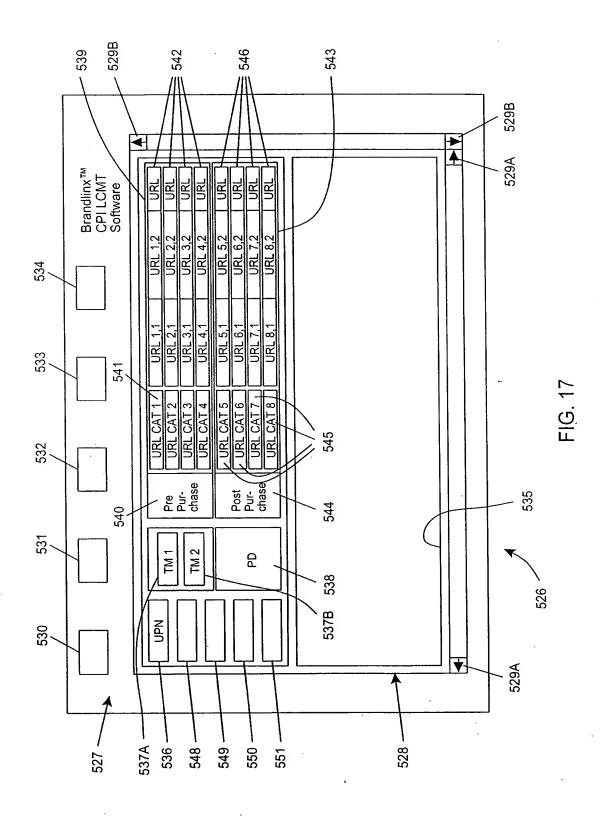
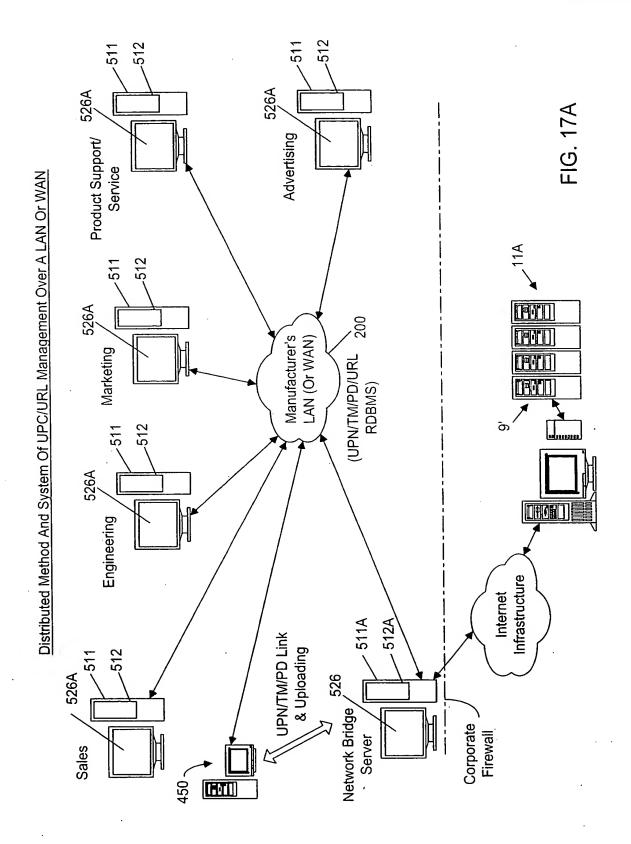
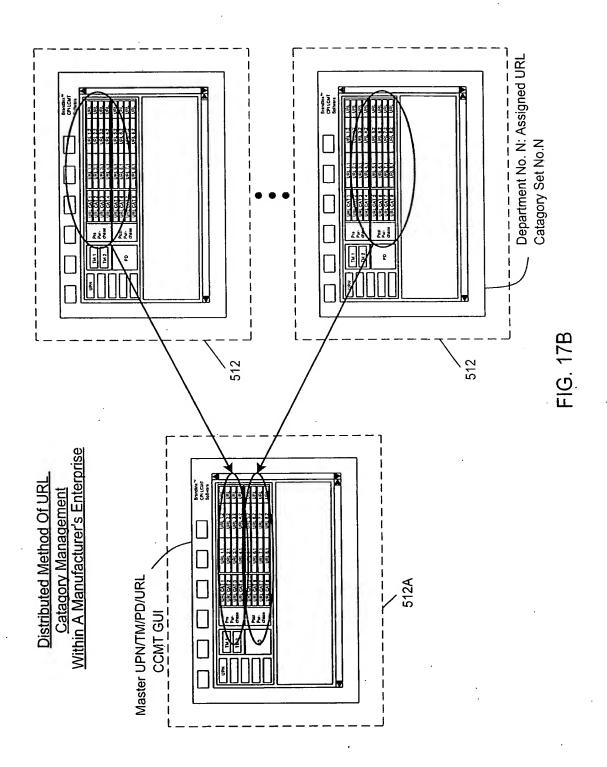
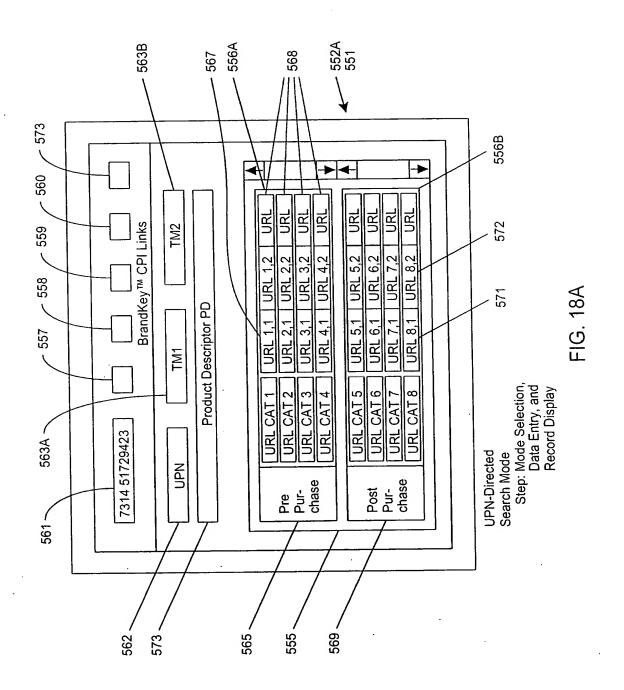


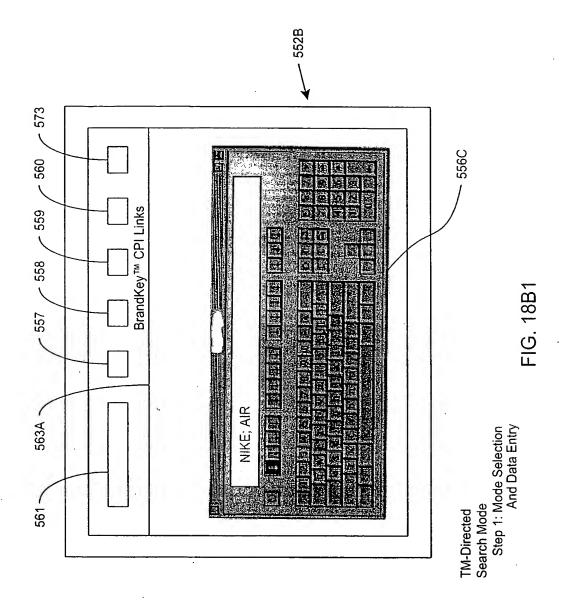
FIG. 16A











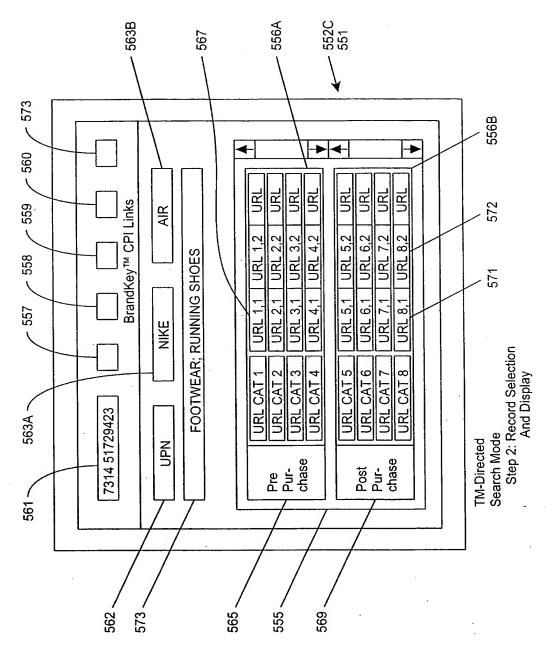
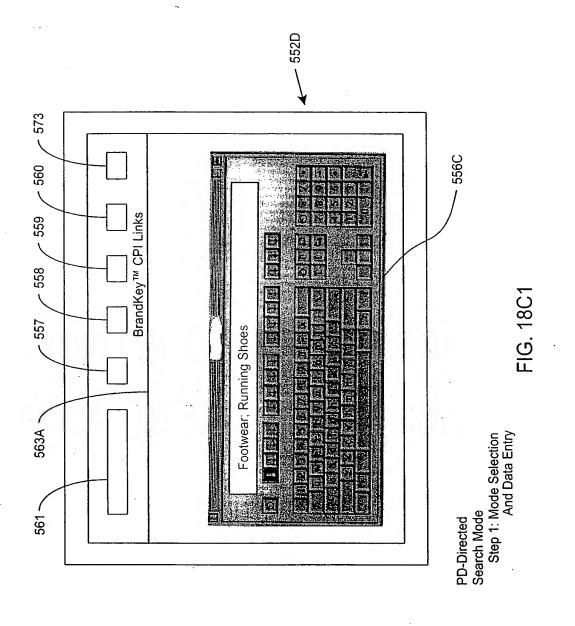


FIG. 18B2



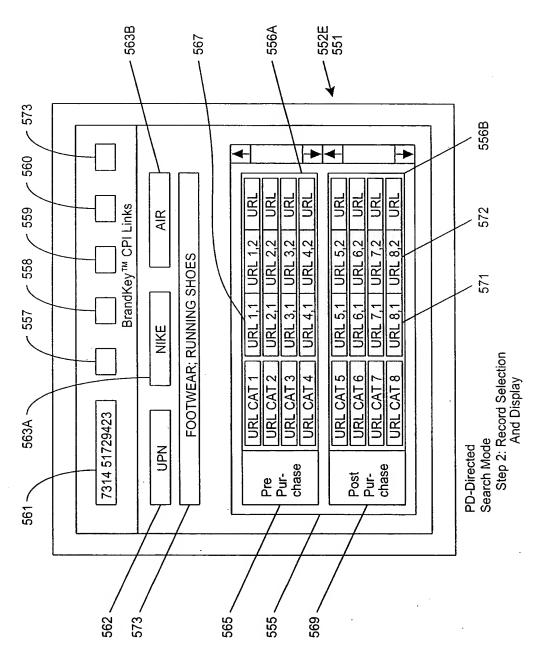


FIG. 18C2

Modes Of Information Service In The CPI Kiosk Configuration, Deployment, Management And Access Subsystem (504)

Retailers (In Physical And Electronic Streams Of Commerce)

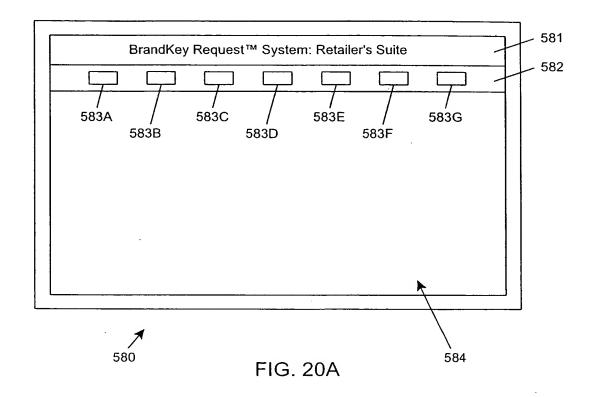
- Registration Of Retailer/Creation Of Retailer Account
- Log-In By Retailer
- · Update And Display Kiosk Deployment Directory-
- · Select/Order Physical And Virtual Kiosk For Deployment
 - Specify Location Of Kiosk Installation And Deployment
 - Selection Of Information Services Delivered By Deployed CPI Kiosk
 - · Selection And Customization Of CPI Design- Kiosk GUI Design
- Registration Of Manufacturer's Physical Aisle/Shelf Rights/Privileges On CPI Kiosks
- · Certification Of Retailer's Advertising Agents
- Certification Of Retailer's Product Promotional Agents
- Monitoring Performance Of Registered Retailer Advertising Agents
- Monitoring Performance Of Registered Retailer Promotional Agents

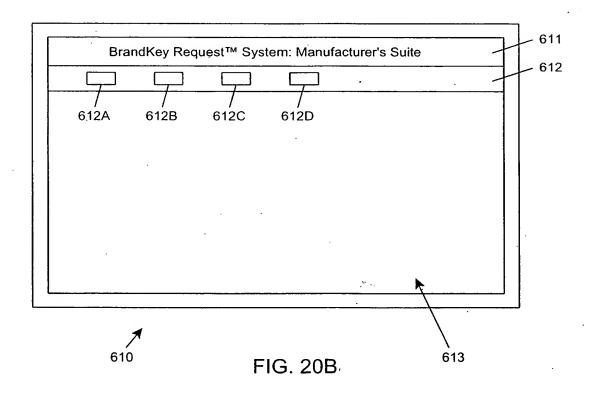
Consumers

- Registration Of Consumer (For Retailer-Issued Courtesy Cards)
- Display Of Kiosk Deployment Directories
 - Virtual CPI Kiosks Deployed In Retailer E-Stores
 - Physical CPI Kiosks Deployed In Retailer P-Stores
 - Virtual CPI Kiosks Deployed On WWW
- Monitor Consumer CPI E-Mail Transmissions From Subsystem

Manufacturer's (In Electronic Streams Of Commerce)

- Registration Of Manufacture/Creation Of Retailer Account
- Log-In By Manufacturer
 Update And Display Manufacturer's Virtual Kiosk Deployment Directory-
- Select/Order Virtual Kiosk For Deployment
 - Specify Domain Of Virtual Kiosk Installation And Deployment
 - Selection Of Information Services Delivered By Deployed Virtual CPI Kiosk
 - Selection And Customize Of-Virtual CPI Kiosk GUI Design
- Registration Of Manufacturer's Aisle/Shelf Rights/Privileges On CPI Kiosks
- · Certification Of Manufacturer's Advertising Agents
- Certification Of Manufacturer's Product Promotional Agents
- Monitoring Performance Of Certified/Registered Manufacturer's Advertising Agents
- Monitoring Performance Of Certified/Registered Manufacturer's Promotional Agents





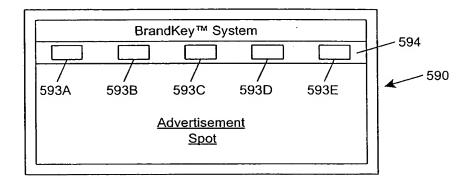


FIG. 21A

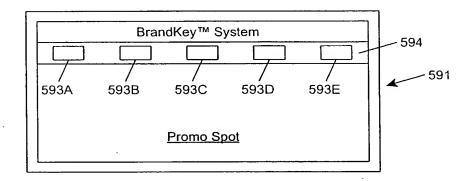


FIG. 21B

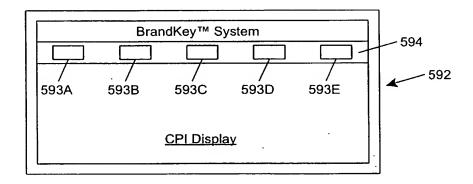
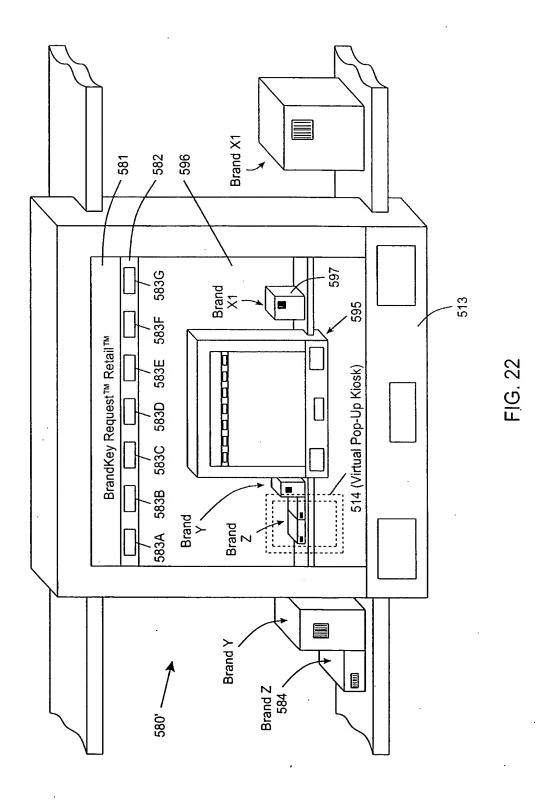
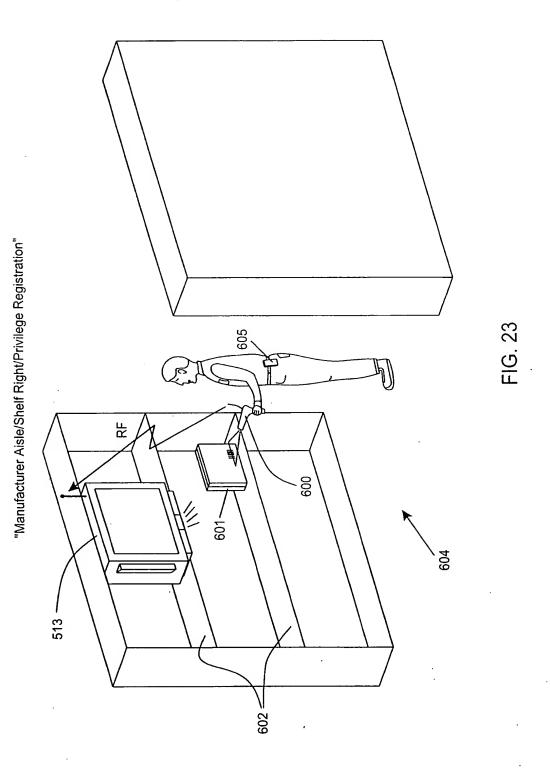


FIG. 21C,





Induce CPI Kiosk Into Its "Manufacturer's Aisle/Shelf Rights/
Privileges" Registration Mode

Read The UPC Symbol On Each Product In The Aisle/Shelf In
Which The Kiosk Is Installed So As To Register The Product And/Or
Manufacturer Thereof As Having Aisle/Shelf Rights/Privileges With
Respect To Displaying Ads And/Or Promotions On The Kiosk

FIG. 24A

Induce CPI Kiosk Into Its "Manufacturer's Aisle/Shelf Rights/
Priviliges" Registration Mode

Enter Into The Kiosk (Or System) The Trademark Carried By Each
Consumer Product In The Aisle/Shelf In Which The Kiosk Is Installed
So As To Register The Product Brand And/Or Manufacturer Thereof
As Having Aisle/Shelf Rights/Privileges With Respect To Displaying
Ads And/Or Promotions On The Kiosk

FIG. 24B

5.13

513 Kiosk Client Machine Kiosk Client Machine R(UPN; ID) 519 Kiosk Web (HTTP) Server R(UPN; ID) UPN/TM/PD/URL RDBMS

Data-Processing Method Carried Out On CPI Requests Made By Consumers From Physical Retailer-Based CPI Kiosks In Accordance With The Principles Of The Present Invention

FIG. 25

Data Filtering On CPI Requests Made From Physical Kiosks Deployed In A Retailers Store

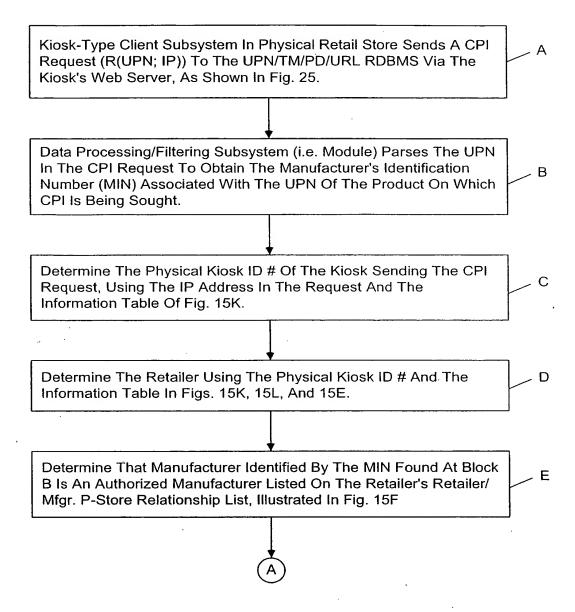


FIG. 26A

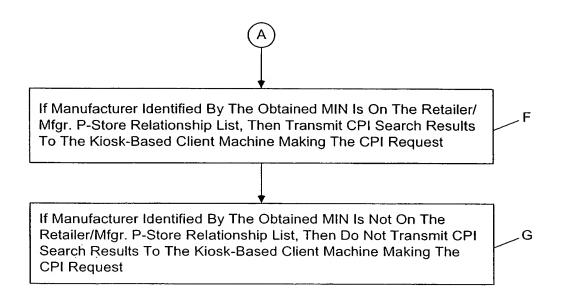


FIG. 26B

Kiosk Client Virtual Kiosks Virtual Kiosks R(UPN; ID) 520 Java Applet Server 517 UPN/TM/PD/URL RDBMS

Data-Processing Method Carried Out On CPI Requests Made By

Consumers From Virtual-Type Retailer-Based CPI Kiosks In Accordance With The Principles Of The Present Invention

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513

Kiosk Client

R(UPN; ID)

Data Filtering On CPI Requests Made From Virtual (Applet-Enabled) Kiosks Deployed At An E-Tailers WWW Site Or E-Store

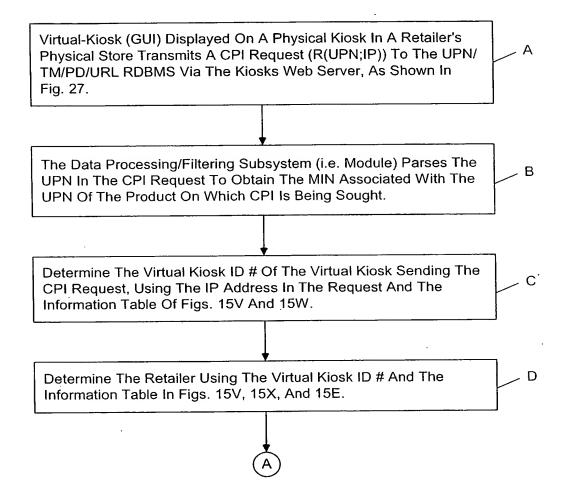


FIG. 28A

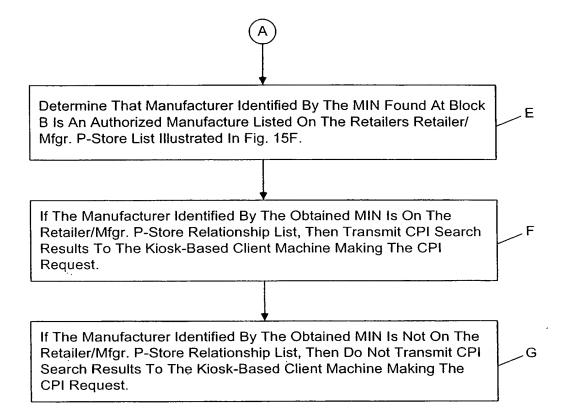


FIG. 28B

Modes of Information Service in the Consumer Product Advertisement Marketing, Programming, Management and Delivery Subsystem (502)

<u>Advertisers</u>

- Registration Of Advertiser/Creation Of Advertiser Account
- · Log-In By Advertiser
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On Consumer Products
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On A Particular Brand Or Brands Of Consumer Product
- Register Kiosk Advertising Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Build Kiosk Advertising Campaign By Placing Ad Spot Orders To Be Run On A Particular Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Advertising Campaign On Retailer-Authorized Subnetwork Of CPI Kiosk Subnetwork
- Modify Kiosk Advertising Campaign
- Monitor Performance Of Kiosk Advertising Campaign

FIG. 29

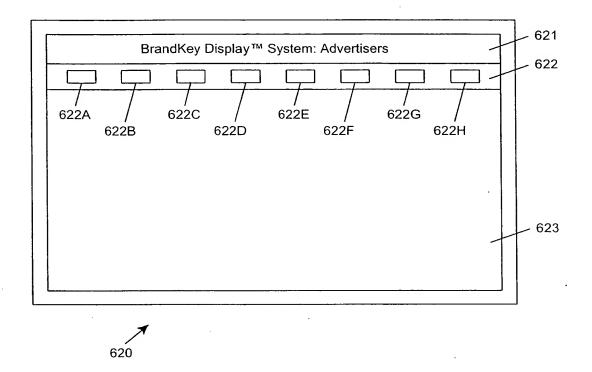


FIG. 30

Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which Particular Advertisers And Advertising Agents Are Authorized By Retailers To Display Product Advertisements, In Accordance With The Principles Of The Present Invention

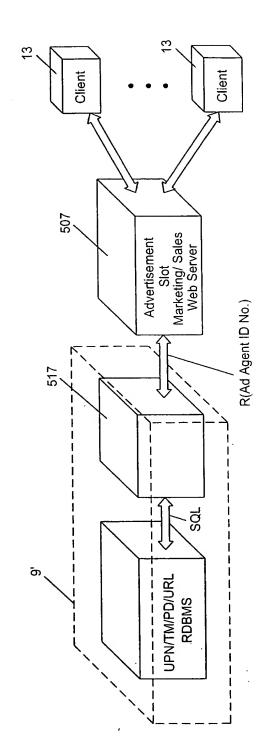


FIG. 3

Data Processing Method For Generating A General Kiosk

Advertising Directory Which Includes Only (Physical And
Virtual) Kiosks On Which The Registered Advertiser Is

Authorized By Retailers To Place Ad Spot Orders For

Execution And Display

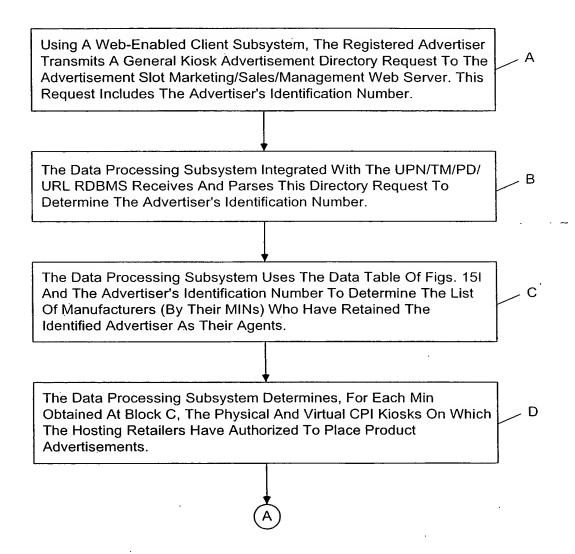


FIG. 32A



The Data Processing Subsystem Uses The Ascertained MINs And Manufacturer Aisle/Shelf Rights/Privileges Recorded Within The UPN/TM/PD/URL RDBMS To Determine Those Physical And Virtual CPI Kiosks On Which The Advertiser May Order Advertisements About Products Of Manufacturers Who Have Been Granted Such Rights/Privileges. This List Of Physical And Virtual CPI Kiosks Is Then Compiled To Produce The Generalized Kiosk Advertisement Directory For Transmission To The Requesting Advertiser.

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FIG. 32B

Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which A Particular Advertiser Or Advertising Agent Is Authorized By Kiosk-Hosting Retailers To Display Product Advertisements Regarding A Particular Brand Of UPN-Indexed Consumer Product In Accordance With The Principles Of The Present Invention

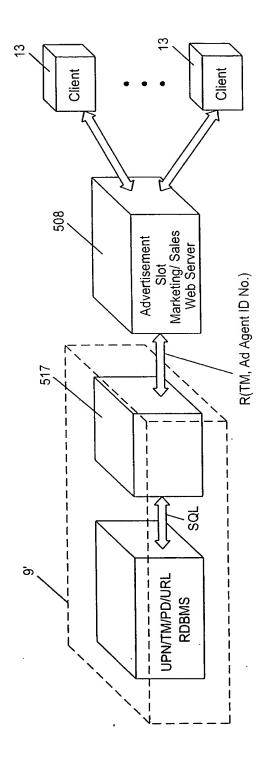


FIG. 33

Data Processing Method For Generating A Brand Kiosk
Advertising Directory Which Includes Only (Physical And
Virtual) Kiosks On Which The Registered Advertiser Is
Authorized By Retailers To Place Ad Spot Orders
For Execution And Display

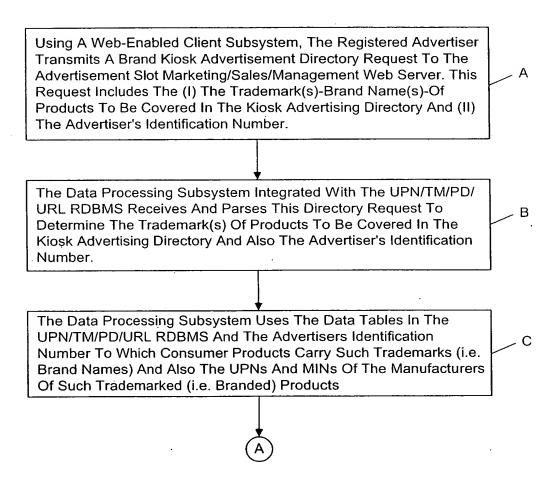


FIG. 34A

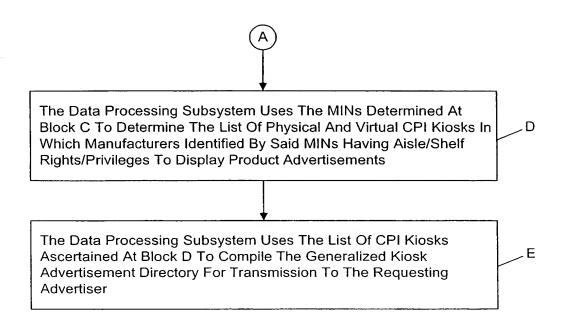


FIG. 34B

Modes of Information Service in the Consumer Product Promotion Marketing, Programming, Management and Delivery Subsystem (503)

Promoters

- Registration Of Promoter/Creation Of Promotion Account
- Log-In By Promoter
- Display Kiosk Promotional Directory Identifying CPI Kiosks On Which The Promoter Is Authorized To Display Promotion On Consumer Products
- Display Kiosks On Which The Promoter Is Authorized To Display Promotions On A Particular Brand Or Brands Of Consumer Products
- Register Kiosk Promotions Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Promotion Campaign On Retailer-Authorized Subnetwork Of CPI Kiosk Subnetwork
- Modify Instituted Kiosk Promotion Campaign
- Monitor Kiosk Promotion Campaign

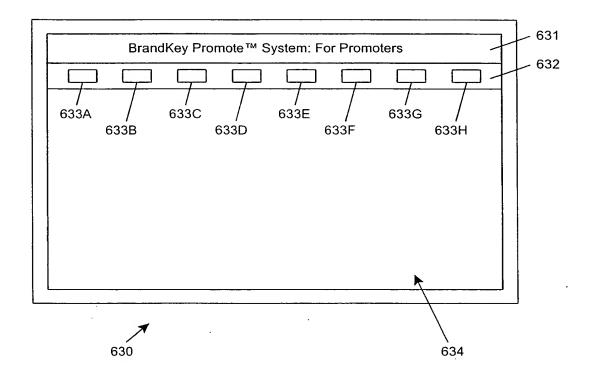


FIG. 36

Data-Processing Method Applied During The Generation Of A Kiosk Promotion Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which Particular Promoters And Promotional Agents Are Authorized By Retailers To Display Product Promotions In Accordance With The Principles Of The Present Invention

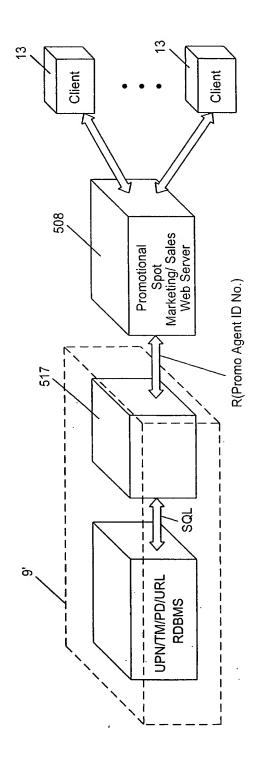


FIG. 3

Data Processing Method For Generating A General Kiosk

Promotion Directory Which Includes Only (Physical And
Virtual) Kiosks On Which The Registered Promoter Is

Authorized By Retailers To Place Promo Spot Orders

For Execution And Display

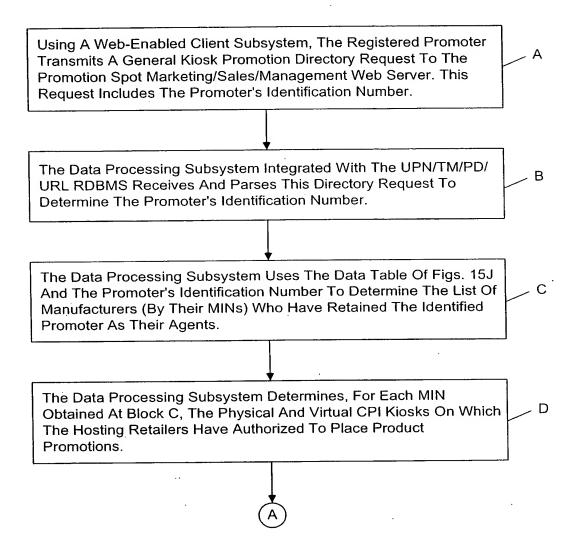


FIG. 38A



The Data Processing Subsystem Uses The Ascertained MINs And Manufacturer Aisle/Shelf Rights/Privileges Recorded Within The UPN/TM/PD/URL RDBMS (9') To Determine Those Physical And Virtual CPI Kiosks On Which The Promoter May Place Promotions About Products Of Manufacturers Who Have Been Granted Such Rights/Privileges. This List Of Physical And Virtual CPI Kiosks Is Then Compiled To Produce The Generalized Kiosk Promotion Directory For Transmission To The Requesting Advertiser.

Ε

FIG. 38B

Data-Processing Method Applied During The Generation Of A Kiosk Promotion Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which A Particular Promoter Or Promotional Agent Is Authorized By Kiosk-Hosting Retailers To Display Product Promotions Regarding A Particular Brand Of UPN-Indexed Consumer Product In Accordance With The Principles Of The Present Invention

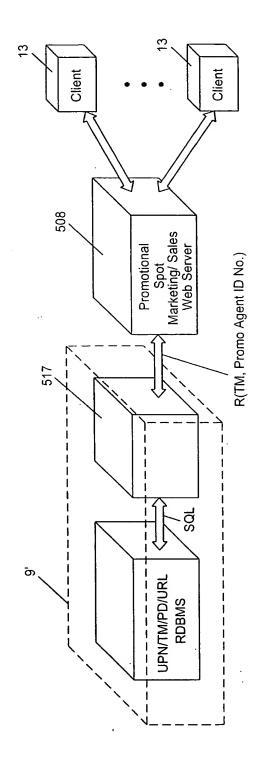


FIG. 33

Data Processing Method For Generating A Brand Kiosk
Promotion Directory Which Includes Only (Physical And
Virtual) Kiosks On Which The Registered Promoter Is
Authorized By Retailers To Place Promotion Spot Orders For
Execution And Display

Using A Web-Enabled Client Subsystem, The Registered Promoter Transmits A Brand Kiosk Promotion Directory Request To The Promotion Spot Marketing/ Sales Management Web (HTTP) Server. As Indicated In Fig. 39, This Request Includes (I) The Trademark(s)-Brand Names Of Products To Be Covered In The Kiosk Promotion Directory, And (II) The Promoter's Identification Numbers. The Data Processing Subsystem Integrated With The UPN/TM/PD/ URL RDBMS Receives And Parses This Directory Request To Determine The Trademark(s) Of Products To Be Covered In The Kiosk Promotion Directory, And Also The Promotion Identification Number. The Data Processing Subsystem Uses The Data Tables In The UPN/TM/PD/URL RDBMS And The Promotion Identification Number To Which Consumer Products Carry Such Trademarks (i.e. Brand Names) And Also The UPNs And MINs Of The Manufactures Of Such Trademarked (i.e. Branded) Products. The Data Processing Subsystem Uses The MINs Determined At Block C To Determine The List Of Physical And Virtual CPI Kiosks D In Which Manufacturers Identified By Said MINs Having Aisle/Shelf Rights/Privileges To Display Product Promotions.

FIG. 40A

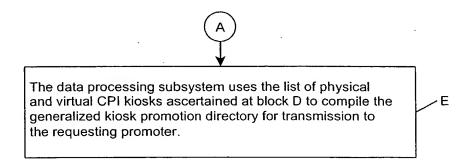


FIG. 40B

Physical Multi-Mode (CPI) Kiosk

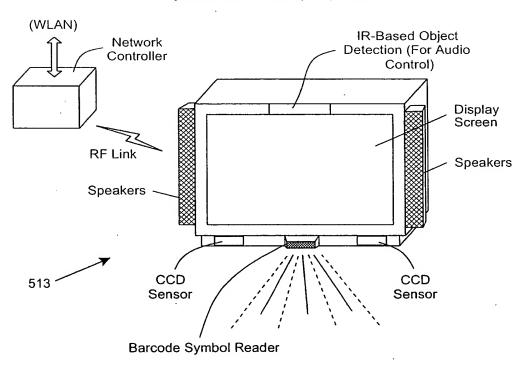


FIG. 41

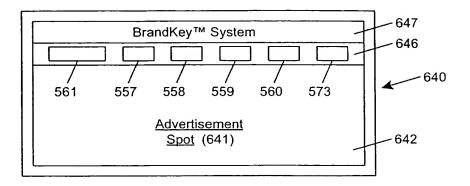


FIG. 42A

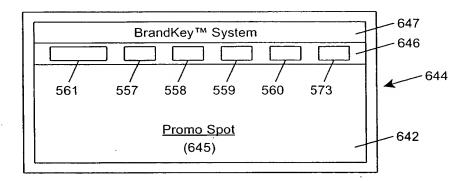


FIG. 42B

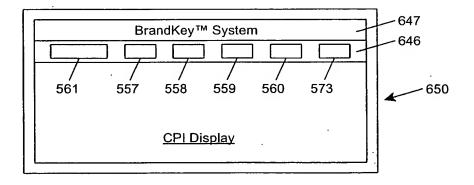
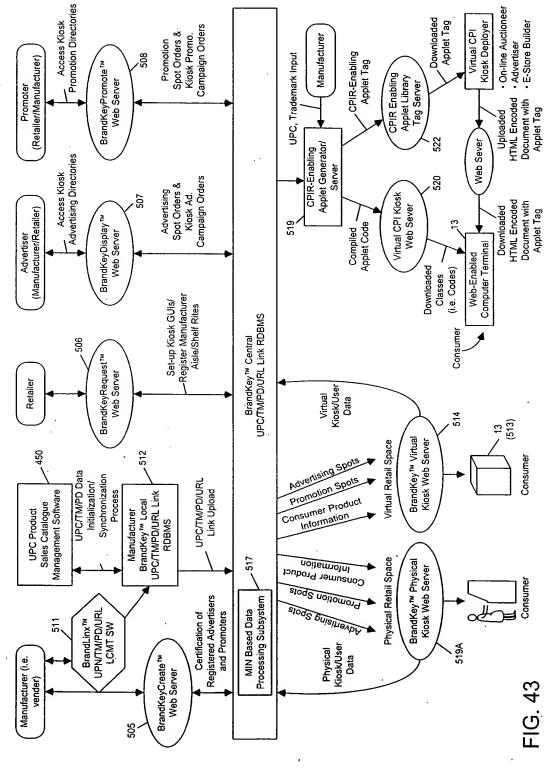


FIG. 42C



BrandKey Create™, BrandKey Display™, BrandKey Promote™, BrandKey Request™ Subsystems (501, 502, 503, 504) The BrandKey™ System Architecture (2")